



AGENCY OVERVIEW

Non-Profit + Impact Organizations

2026



Relationships First.
Solutions Always.



You have a story. We're here to tell it.

VVK PR + Creative is an independent, integrated communications agency with Detroit roots and national reach. We help mission-driven organizations clarify who they are, strengthen their voice and build credibility through smart strategy and creative designed to inspire action.





Services Overview

We specialize in industries where communication is complex and trust is essential – working across sectors that include non-profit, philanthropy, infrastructure and automotive, healthcare and higher education, hospitality, real estate and more. Our team shapes the story, develops the strategy and implements it across channels, platforms and experiences so our clients show up in the right places, connect with the right audiences and build momentum for impact and change.

This work is shaped by the communities we're part of—and the ones we serve. As a Detroit-based agency grounded in inclusive leadership and diverse perspectives, we design work that expands opportunity, elevates voices and deepens connection. We've been recognized as one of the "Michigan 50 Companies to Watch," a "Diversity Focused Company" by Corp! Magazine and a "Best of MichBusiness" honoree in the Marketing & PR Prophets category.

Our Integrated Communications Services

- **Media Relations**
- **Organizational & Executive Positioning**
- **Public Relations**
- **Issues & Crisis Management**
- **Digital & Social Media**
- **Public Affairs**
- **Event Support**
- **Stakeholder & Community Engagement**
- **Video Production**
- **Graphic Design**



Expertise for A High Stakes Impact Era

Few environments are as complex or as consequential as the non-profit sector. Today's reality is intensified by declining institutional donor bases, the struggle to break through a saturated media market and the constant pressure to prove mission-relevance to both the public and the foundations that sustain them.

VVK PR + Creative partners with non-profit leaders, community organizations and advocates. **We help mission-driven organizations clarify their purpose, amplify their voice and build the grant-ready credibility needed to inspire donor action.** We translate complex social missions into powerful creative strategies that drive growth and community support.

Strategic communication is more than awareness; it's about building trust and emotional pull-through, creating the clarity that breaks through a crowded market and driving the human connection necessary to solve society's most critical challenges.



Elevating Non-Profits + Mission-Driven Leaders

We position non-profits as essential community architects and their leadership as the moral compasses defining the future of equity, prosperity and opportunity.

How We Help

- **Clarify & Amplify:** Translate complex social missions into narratives that resonate with human emotion and donor logic
- **Build Trust & Credibility:** Earn the confidence of the community you serve, the commitment of your board and the long-term backing of strategic and philanthropic partners
- **Drive the Conversation:** Elevate leadership voices to shape national and regional dialogues on housing, education, culture, economic mobility and more

Your organization helps solve a community's most critical challenges. We ensure it's the one stakeholders and donors trust to lead the way.



"As a busy nonprofit leader, I deeply value having VVK PR + Creative onboard as a trusted advisor in the communications landscape. With their support, we had media opportunities we wouldn't have had the time or expertise to cultivate on our own, and with their guidance and thoughtfulness, we've ensured our story is heard loud and clear."

Suma Karaman Rosen

*Executive Director,
InsideOut Literary Arts*



Our Approach

Building Reputation + Influence

Strategic Focus: Elevating leaders and advocates as the moral compass of their respective sector

Core Narrative: Translating complex advocacy into powerful stories that ensure specialized populations are heard and prioritized; Our work combines strategy, messaging and video-led creative to compel audiences to act

Key PR Outcome: Deeper visibility and clearer authority, enabling organizations to spur systemic change, influence policy and drive stakeholder action

Elevating Impact

Strategic Focus: Positioning mission-critical initiatives as the primary drivers of long-term state, regional and national prosperity

Core Narrative: Addressing the "visibility gap" by aligning outcomes with the broader success and future of the community to gain a competitive share of voice

Key PR Outcome: Through PR strategy, messaging and video-led storytelling, we make the mission easier to see, easier to understand and impossible to ignore

Amplifying Institutional Integrity

Strategic Focus: Amplifying mission-driven initiatives as the essential engines of community resiliency and inclusive growth

Core Narrative: Shifting the story from "providing services" to "building community infrastructure," establishing organizations as the indispensable backbone of long-term community vitality

Key PR Outcome: Strengthening organizational credibility to increase "grant-readiness" and secure long-term investment from major foundations



Key Areas of Partnership + Sample Client History

Economic Development, Housing + Opportunity

- Business Leaders for Michigan
- Co.act Detroit
- Detroit Land Bank Authority
- Eastern Market
- Greektown Neighborhood Partnership
- Invest Detroit
- LISC Detroit
- Midtown Detroit
- Michigan Saves
- The Village Network of Battle Creek

Arts, Media + Culture

- Detroit PBS
- Edsel & Eleanor Ford House
- InsideOut Literary Arts
- Kresge Arts in Detroit
- Outlier Media
- Stratford Festival

Education + Workforce Development

- DAPCEP
- Detroit Hispanic Development Corporation
- Institute of Management Accountants
- Making Waves Academy
- Michigan Education Association (MEA)
- Teach for America - TeachMichigan

Health, Advocacy + Sustainability

- ACLU of Michigan
- Autism Alliance of Michigan
- Cancer Hope Network
- Groundwork Center for Resilient Communities
- Health Alliance Plan / Henry Ford Health
- Lighthouse Guild
- The Leapfrog Group
- Vista Maria

Think Tanks, Partner Networks + Research Organizations

- Babson Entrepreneurship Ecosystem Project
- Chang-Chavkin Center at Bard College
- Detroit Center for Black Studies at Wayne State University
- Detroit Future City
- The Christensen Institute
- The Demand Institute
- The Institute for Political Innovation
- UIDP: University-Industry Partnerships





“Detroit Future City’s work is grounded in data and driven by a vision for equitable economic opportunity – and VVK PR + Creative has been instrumental in bringing that work to life.

They operate as a true extension of our team and excel at distilling complex data into stories that resonate with a wide range of audiences, ensuring our message of economic equity connects with diverse grassroots and grassroots stakeholders. Our partnership has helped amplify the real-world impact of our programs and broaden support for more equitable outcomes across Detroit and nationally.”



Anika Goss, CEO
Detroit Future City



Case Examples: Our Approach



Making The Case For Investing in Educators

Teach!
Michigan

Powered by  **Teach For America**
Detroit



The Challenge

Michigan's educators are navigating profound change—shifting policy, workforce pressures and evolving expectations inside and outside the classroom. Teach For America Detroit created TeachMichigan to strengthen educator retention and leadership by investing in professional development and salary stipends, totaling \$70M invested into 1,000 educators in high-poverty schools across the state.

Since TeachMichigan's launch, VVK PR + Creative has partnered with the initiative to build its brand, narrative and communications strategy. A central expression of that work is EmpowerEd Weekend, TeachMichigan's annual convening and its most visible moment of connection, learning and advocacy.



Making The Case For Investing in Educators



Powered by  **Teach For America**
Detroit



The Strategy & Messaging Evolution

VVK helped evolve EmpowerEd Weekend from an internal convening into a platform with broader emotional and public impact. Our approach balanced systems-level policy priorities with the lived experience of educators—ensuring the event felt both credible and deeply human.

Key components included:

- **Developing a verbal identity and narrative framework** that grounded TeachMichigan's positioning in both policy realities and educator experience
- **Producing documentary-style preview and recap videos** that captured the energy, urgency and optimism of educators leading change
- **Supporting editorial board meetings** and regional media outreach to connect educator retention to workforce and policy conversations
- **Designing a cohesive suite of event branding**, including invitations, signage, presentations and graphic lockups
- **Providing post-event amplification counsel** to extend visibility across social, digital and advocacy channels year-round



Transforming EmpowerEd Weekend Into a Statewide Platform



The Results

Through integrated storytelling and strategic communications, EmpowerEd Weekend became more than an event. It's now a platform for educator leadership and a catalyst for reimagining the future of teaching and learning across Michigan.



Powered by  **Teach For America**
Detroit

Strengthened positioning

of EmpowerEd Weekend. VVK used stakeholder interviews and educator surveys to develop a new verbal identity reflecting the experiences and insights of TeachMichigan's partners

Enhanced impact storytelling

capabilities. Captured more than 150 "voice of the educator" videos to amplify impact and success of the model.

Expanded visibility and influence

of EmpowerEd Weekend beyond attendees. Led targeted media outreach to tell the story of EmpowerEd and use as an entry point to TeachMichigan's broader impact and vision.



Changing the Conversation

From Confusion to Confidence



AUTISM ALLIANCE
OF MICHIGAN



The Challenge

The Autism Alliance of Michigan (AAoM), a leading advocacy organization supporting individuals with autism and their families, received a \$1.5 million grant from the Michigan Department of Health and Human Services (MDHHS) to promote routine immunizations and combat misinformation linking vaccines to autism. Amid lingering pandemic polarization and public skepticism, AAoM needed to reach families—especially those managing autism care—with clear, compassionate messaging that restored confidence in wellness visits and vaccines.



Changing the Conversation

From Confusion to Confidence



The Strategy & Messaging Evolution

VVK developed a **comprehensive communications plan rooted in simplicity and accessibility**. The five-step campaign was designed to make vaccination feel manageable, not overwhelming. We launched the effort during the back-to-school season and aligned outreach with AAoM's Annual Hero Walk, integrating a mobile health unit that offered on-site immunizations. The campaign also included multilingual videos, a digital toolkit for healthcare providers and families and a centralized Vaccine Resource Center to host all materials for ongoing use.

Content highlighted real families, clinicians and advocates to **humanize the issue and counter misinformation** with credible, empathetic storytelling. Earned media focused on Flint and Alpena, markets most affected by misinformation, supported by social and digital outreach that extended the message statewide.



Establishing AAoM As A Trusted Voice And Advocate



AUTISM ALLIANCE
OF MICHIGAN



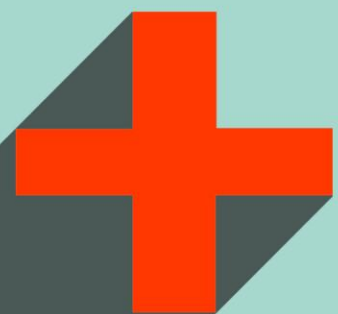
The Results

The campaign gave AAoM a credible, compassionate platform to discuss vaccines without controversy—reframing immunization as an act of care and strengthening AAoM's role as a trusted voice for Michigan families.

Media coverage in key markets, such as Detroit (WXYZ, WDIV, CBS Detroit, Fox 2), Alpena (WBKB), Flint (WEYI) and Marquette (WJMN), extending the reach of AAoM's messaging beyond Southeast Michigan

1.5M+ impressions through Hero Walk promotion and mobile-clinic activation

750+ digital toolkit views/downloads by healthcare providers and families



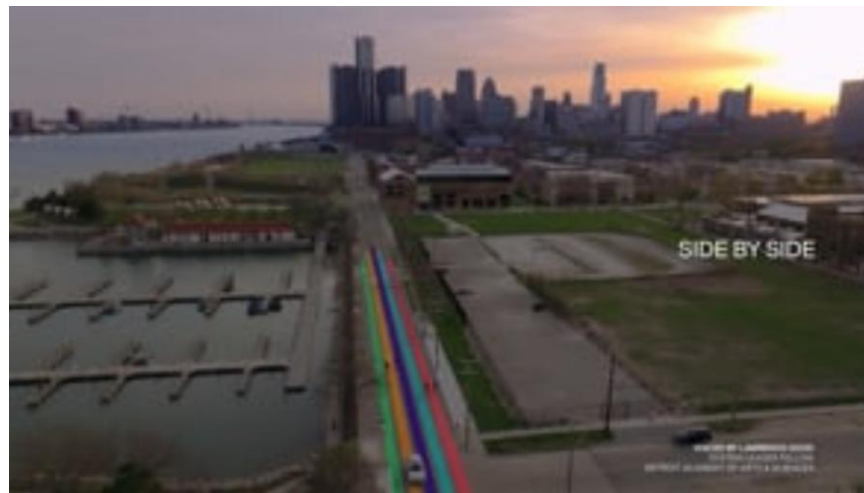
Video Production Services



VVK Video Production Services

From Concept to the Final Cut

Through professional, in-house video production, we bring non-profit missions to life, one frame at a time. Because seeing the impact changes everything about the way it's experienced.



Teach!
Michigan

<https://vimeo.com/1188472917>

Project type: event coverage



**Business
Leaders
For Michigan**

<https://vimeo.com/1199891822>

Project type: rebranding



m.n.a.
Michigan Nonprofit Association

<https://vimeo.com/1216472756>

Project type: storytelling



**Volunteers
of America®**

<https://vimeo.com/1166065326>

Project type: storytelling



Additional Sample Work for Non-Profits



<https://vimeo.com/1103206436>

Project type: rebranding



<https://vimeo.com/1179201989>

Project type: program launch



<https://vimeo.com/1166060714>

Project type: storytelling



Our Leadership

Our team of PR strategists, video producers and storytellers create strategies and experiences that resonate with audiences, drive differentiation and fuel growth.



Peter
Van Dyke
CEO



Laura
L'Esperance
Executive Vice President,
Public Relations



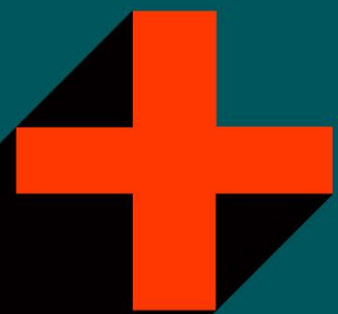
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