



Junior League of the Berkshires' largest and best-known fundraiser Taste of the Berkshires caught the attention of Berkshire Money Management, and it wasn't long before Allen Harris became determined to make it a bigger success than ever to benefit the all-volunteer nonprofit organization.

As the lead sponsor, Allen wasn't satisfied to only donate a significant amount to the cause.

Berkshire Money Management provided strategic guidance and resources for a comprehensive public relations campaign to ensure that the event would draw more attendees and dollars than ever. BMM provided resources to ensure consistent radio coverage for the event, PR to cost-effectively get the word out and more.

## The Plan

While the volunteers of Junior League created a Facebook page, a social media strategy cannot succeed without consistent content creation. Berkshire Money Management provided the resources to develop that content in the form of daily features on the participating restaurants. Again, for very little investment, the daily features (called "Today's Taste") generated constant exposure through social media and an online blog.

## Outcome

Reinforced with a strong public relations strategy that included media appearances by organizers and sponsors, feature pieces in various publications due to strategic PR work and more – Berkshire Money Management helped Jr. League **net 70 percent more** for the 2012 Taste of the Berkshires compared to 2011.

## Taste of the Berkshires



### Savory samples

Above, guests try foods of all kinds from local restaurants on Thursday at the Junior League of Berkshire County's 5th annual Taste of the Berkshires at the Masonic Temple in Pittsfield. At left, hot soup is served at a table from the Mill Town Tavern in Dalton. At right, Karen Brehm and her husband, Bob Barrow, assess the array. More photos, B5

Photos by Stephanie Zolshan / Berkshire Eagle

