



Case Study

The Challenge: DonateStock is a stock gifting platform that helps nonprofits access new funding by enabling everyday investors to donate stock in minutes. DonateStock aims to make stock gifting mainstream and educate both donors and nonprofits on the benefits of stock gifting: donors receive savings on taxes and nonprofits gain larger pre-tax donations.

TASC was hired to help DonateStock gain media attention to be recognized by three audiences: investors (stock), nonprofits and fintech. Additionally, Steve Latham, founder and chairman of DonateStock came to TASC with the goal of gaining positive media coverage to establish DonateStock's credibility as the company prepared to IPO. To help the client achieve their goal, TASC sought to increase public understanding of the stock giving process and position DonateStock as the go-to platform for stock giving, increase the visibility of both DonateStock's charity partnerships and Steve Latham as a thought leader.

Our Strategy: TASC developed strategic documents to refine DonateStock's messaging and position it as a prominent leader and innovator in the niche stock donation/nonprofit space. Considerations included revamped messaging and pitch angles, both reactive and proactive evergreen media pitching to national and niche top media targets, ongoing media research to identify beats that are pertinent to DonateStock's goals, op-ed development and dissemination to enhance Steve Latham's thought leadership as well as attract investors and partners, overall effectively communicating DonateStock's mission to empower donors by emphasizing the benefits of donating stock as opposed to traditional donation methods.

Results: TASC secured key media placements for DonateStock and its leadership in outlets such as [Bloomberg Tax](#), [Forbes](#) and [Fintech Futures](#) with a total potential audience of 102,649,300 readers and viewers. Additionally, TASC supported the development and distribution of multiple press releases over the PR Newswire, which garnered a total of 176 syndications. Its [press release](#) issued around GivingTuesday 2021, which served as a reminder to gift stock, resulted in 69 syndications. Shortly thereafter, 79 syndications followed from its [celebrity partnership press release](#) around GivingTuesday. Finally, it's worth noting that our team successfully secured informational interviews for DonateStock Founder and Chairman Steve Latham with prominent media including USA Today's Terry Collins and Business Insider's Asia Martin.

**Bloomberg
Tax**

Forbes

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