



**Public Education Partners**  
Greenville County

March 8, 2011

Mrs. Debbie Nelson  
DNA Creative Communications  
103 East Park Avenue  
Greenville, SC 29601

**DIRECTORS**

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Ron Tate  
Susan Wilkins  
Joni Young*

Dear Debbie,

We want to thank you for the incredible gift you gave The Alliance for Quality Education – now Public Education Partners - thanks to you! Being selected as your 2010 LIVE HERE GIVE HERE partner has made a significant impact on our organization and how we see ourselves, but more significantly, how we are seen in the community.

The rebranding process you, Emily and the team guided us through could not have gone more smoothly and we ended up with a fresh new name and logo with which we are all very pleased. You also educated us on how important social media strategy is to our work and created key marketing pieces for us including brochures, event invitations, donor pieces and e-blasts so that we could better communicate our mission and message to the community.

Specifically, your excellent assistance with the following will enable us to reach out to more potential donors and public school advocates and to strengthen our relationship with those who care about our schools:

- New Logo Development / Letterhead package
- Coordination of the unveiling of our new name/logo at our major event
- Creation of press release
- Design of marketing and event pieces reflecting our new brand
- Design of new e-newsletter with suggested content
- Social Media Plan
- Design of our end of year donor thank you ad

You and your fantastic team did exactly what we needed and added value to our work in Greenville County Schools. Throughout the year your staff was extremely helpful and promptly responded to our needs. It has been such a pleasure to work with you and we look forward to a continued relationship.

With deep appreciation,

Ed Good  
Board Chair

Grier Mullins  
Executive Director

Pat McClintock  
Development Manager