



Helping a New Jersey
Nonprofit Reach More Donors
— and Help More Women

PUTTING OUR VALUES IN ACTION

Melding grass-roots
volunteering with marketing
strategy to advance the
Josephine's Place mission.



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Josephine's Place and is one of
our biggest supporters... She's
the perfect person to tap into
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Sheila Casey

Josephine's Place

Advantage-Marketing.com
908.233.6265

BACKGROUND

[Josephine's Place](#) is a nonprofit organization in Elizabeth, NJ, that offers classes, workshops, and programs to economically challenged women so they may realize their potential, develop competencies and life skills, and uplift their families and communities. A sponsored mission of the [Sisters of Charity of Saint Elizabeth](#), Josephine's Place provides women with the knowledge and skills to understand and advocate for their rights, find jobs, and build careers. In doing so, they take control of their own and their families' health and welfare.

The nonprofit was founded in 2003 by former executive director Sister Judy Mertz, who is now its grant writer. It is headed up today by current executive director, Sheila Casey.

SUPPORTING THE MISSION PROFESSIONALLY AND PERSONALLY

Since 2016, [Loraine Kasprzak](#), managing director of Advantage Marketing, has been working with Josephine's Place as a volunteer and marketing consultant. She is also a long-time volunteer for the Sisters of Charity.

When she first started with Josephine's Place, Loraine volunteered as a computer instructor, helping about a dozen different women build their computer skills while providing essential affirmation of each student's seriousness in their endeavors.

"The best thing for Josephine's Place is that Loraine has appeared with her enthusiasm, belief and passion for our mission," noted Sister Judy. "She has been a great asset to us. She has a way of engaging people with a strong presence, which has been a valuable reinforcement for the women who come to us."

Loraine also worked with Sister Judy to create a strategic marketing plan, which included building and coordinating a new website (including content strategy, copywriting, and design) to improve market awareness and presence for the nonprofit.



Sheila Casey came on board in 2023 during the website buildout. Of that project, she said, "Loraine's input was phenomenal. We have a website driven by her vision for something well-designed and tangible to share with donors and our community. All stakeholders are engaged because its content is strong and the site is easy to navigate. She was the perfect person to consult on this."

Loraine is also on the advisory board for the Sisters of Charity development office, helping to develop its planned giving program. Using that as a template, Loraine is now helping to implement a planned giving program for Josephine's Place, designed to reach anyone at any stage of life who is planning for estate matters and the impact they want to leave behind.

"This new program is strategic in terms of how it talks to donors; it is specific, showing them all the different options for giving (such as insurance policies, investment instruments, tangible property, and cash transfers). Her approach is more deeply personal, which is what Loraine excels at—that blend of professionalism and the personal touch," said Sheila.

Of that personal touch, Sheila added that, "Loraine understands and is passionate about Josephine's Place and is one of our biggest supporters. She is vocal in community about what we are doing and is the perfect person to tap into the organization's strengths and capabilities."

INCLUDING AND CONNECTING OTHERS

Loraine also serves on the organization's gala (fundraising) committee, helping to promote the event and serving as Master of Ceremonies the evening of the event.

As Sister Judy put it, "It is part of Loraine's DNA to help us grow and increase our possibilities for fundraising. Nothing ever seems like labor to her."

Whether she is acting as a marketer or dedicated volunteer, Sheila noted that "Loraine brings an energy and sense of camaraderie to her role, so that people feel included and connect with her immediately. She draws people to her and to our mission and is one of my all-around favorite people to know and work with."



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