



[Evolution Marketing](#) has been working with the Citizens Utility Board (CUB) of Wisconsin since 2017, when we were hired to help the Wisconsin CUB through a complete identity rebrand, assisting with strategic market placement & outreach. Throughout this time, we have not only helped CUB with their marketing, communications, fundraising and creative design services but have served as public relations, outreach engagement and strategy consultants. We understand how important it is for CUB to have a clear, consistent messaging across multiple media that showcases with real world examples the advocacy work they are doing. Our company President (Ms. Geason-Bauer) has also volunteered time to both coach and advise Mr. Content the WI CUB Executive Director, since he was appointed to his role.

Projects that we have completed for CUB WI include:

2020:

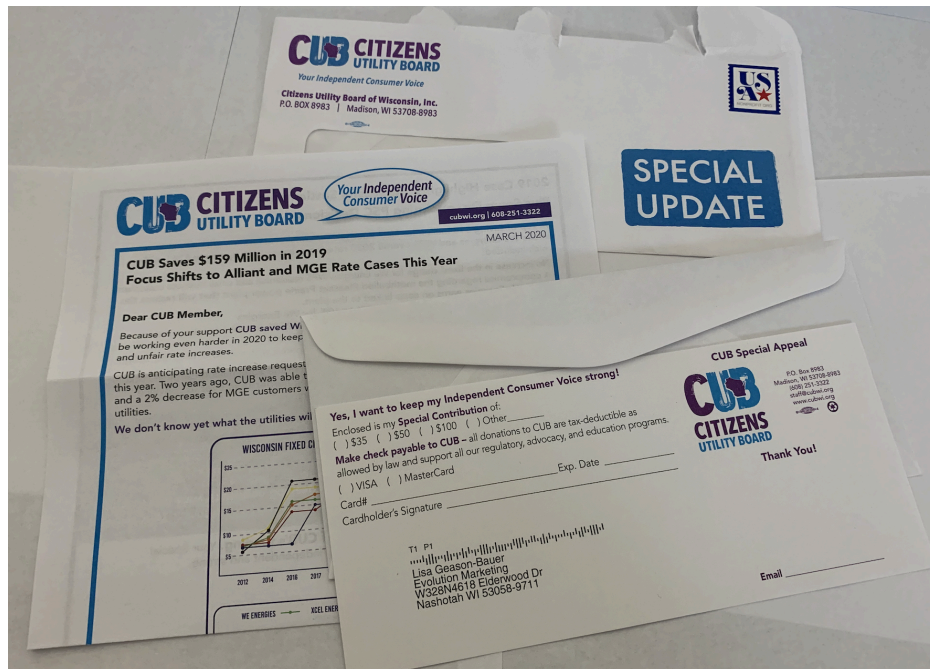
- [2019 Annual Report](#)
- Quarterly Special Appeals - content review, graphic design and print management
- November Holiday Card & CUB updates (working on currently)
- Giving Tuesday social media campaign (working on now)
- Strategy / advising regarding public policy and WI proposed new PSC funding fix legislation

2019:



- 40th Year Anniversary Celebration Event Planning, Management and Event staffing
 - [April 2019 Event](#) (Milwaukee, WI)

- November [2019 Event Program](#) (Madison, WI)
 - Branded [Event registration](#)
 - New [Membership Challenge](#) (program ran throughout 2019 year)
- [2018 Annual Report](#) & [40th Anniversary Guide](#)



CUB Special Appeal (fundraising campaign)

- Quarterly Special Appeals (sample [March 2019](#))
- Hosted Utility Bill Clinics in partnership with Outpost Natural Foods ([artwork sample](#))
- Social Media Campaigns / assistance with newsletters, social (example [Giving Tuesday](#))



Social graphic for Giving Tuesday

- Cleaned up the CUB social media followers, feed, etc. Unfollowed and re-followed relevant and appropriate groups. Engaged audience on social media with CUB, CUB anniversary events. Paid Facebook advertising for CUB events too.
- Staffed CUB booth at the MREA (Midwest Renewable Energy Fair) and posted [Facebook lives from the event](#)
- Worked with Oconomowoc High School Global Sustainability Students to translate the [marketing materials into Spanish](#).



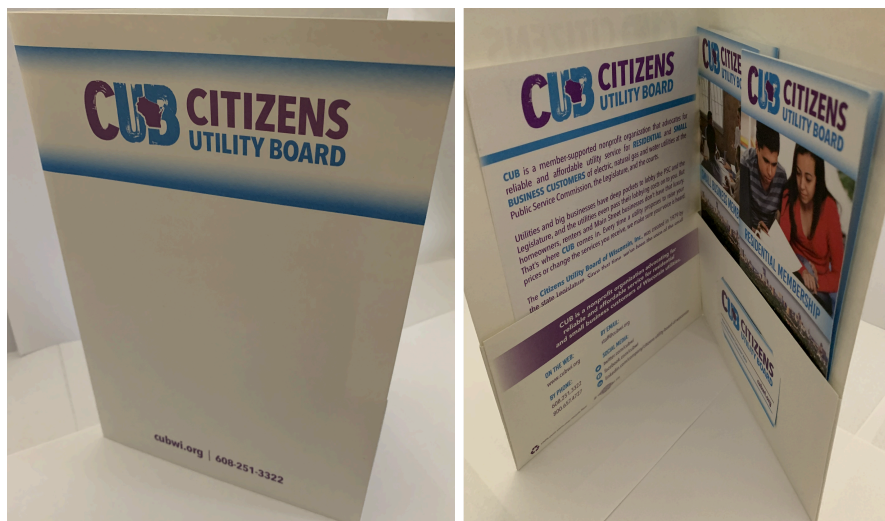
CUB Brochure & Simple Steps to Save Energy Guide - English (Left), Spanish (Right)

2018:



Folder, Annual Report 2018, CUB Holiday Card 2018 & 2019 Annual Report

- [2017 Annual Report](#)
- Implementing the new CUB Identity across all of the CUB marketing materials (i.e. quarterly Special Appeals letters, remit envelopes, re-branded Nov. membership newsletter into a [high impact Holiday Card](#) which contains updates & tips for members).
- Worked with CUB staff on creating a new "[Small Business](#)" membership brochure and a [residential membership](#) membership brochure. Curated the content, graphics etc.
- Drafted copy, content for the new "[customers](#)" resources page on the CUB website
- Drafted, created content for [Organizational Event Sponsorship](#) for CUB events
- Photo shoot of the CUB staff and Board of Directors
- Created an oversized Presentation folder which holds all of the CUB marketing materials (these folders have been handed out to elected officials and to large dollar donors.)



CUB membership folder with new membership brochures

- Beta tested Utility Bill Clinic
- Social Media Campaigns / assistance with newsletters, social
- Worked with CUB on Fundraising, specifically turning one of the CUB board members [Birthday Gatherings into a fundraiser](#)

2017:



Screenshot of the website

- CUB WI Strategic Planning
- Rebrand for the CUB Identity
- Begin working on building out a [new website for CUB](#), finished in 2018.
- New business cards, letterhead, envelopes
- Created [CUB LinkedIn](#) Company page, updated all social media artwork to be consistent with the new brand identity.

Evolution Marketing provides Award Winning marketing, communications and creative design services :



2018 - 2019- 2020 MarCom (International Marketing and Communications) Award that is administered and judged by the Association of Marketing and Communication Professionals (AMCP). CUB's Annual Reports received Honorable Mentions in 2018-2019-2020.

Honorable Mention 2020

CITIENS UTILITY BOARD 2019 ANNUAL REPORT

Print Media | Annual Report | 29. Nonprofit

Honorable Mention 2019

CITIZENS UTILITY BOARD OF WISCONSIN 40TH ANNIVERSARY & 2018 ANNUAL REPORT

Print Media | Annual Report | 29. Nonprofit
Citizens Utility Board of Wisconsin, Inc.

Honorable Mention 2018

CITIZENS UTILITY BOARD OF WISCONSIN 2017 ANNUAL REPORT

Print Media | Publications | 29. Nonprofit
Citizens Utility Board of Wisconsin, Inc.



American Graphic Design Award Winner for the new CUB Logo, Brand Identity and Membership Badges created in 2017 by Evolution Marketing



American Graphic Design Award for the "40th Anniversary Edition & 2018 Annual Report" for the Citizens Utility Board of Wisconsin, designed by Evolution Marketing.



Our Mission: Live responsibly, work by example, lead by design & educate through action

[Evolution Marketing, LLC](#) is a Wisconsin based women-owned Certified B Corp™ specializing in the area of **global sustainability consulting and storytelling**, environmentally responsible creative design and marketing. We offer a variety of consulting and business advising services within the fields of sustainability, supply chain management, organic/natural food, farming and third-party responsible business certifications.

We are experts at communication and **practitioners of sustainable business initiatives**. Our **award-winning creative team** has over a decade of experience working at the intersection of sustainability, corporate social responsibility, public affairs, employee engagement, corporate branding and marketing communications.

Our clients include mission based for-profit businesses, farmers, nonprofits and governmental entities. **We have helped organizations of all sizes in communicating their sustainability actions to stakeholders (i.e. employees, customers, suppliers, community members.)** Our goals are to help your business communicate in an effective manner the types of responsible business products and services your company offers.

Doing Good, while Doing our Job!



Evolution Marketing has been adopting innovative sustainable business strategies for over a decade, now (beginning Jan. 1st, 2018) they are able to offer their **professional services in a carbon neutral manner, thanks to membership in the [Carbonfree® Partner Program for Small Business](#)**.

Evolution Marketing is **ONE of 100 businesses worldwide** that can proudly state we are a “B1.” We are using the power of both the [Certified B Corp™](#) and [1% for the Planet](#) programs to drive the [change we want to see in the world](#), through the course of DOING BUSINESS!



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