

CASE STUDY: CHILD POVERTY ACTION LAB

# Assisting a Dallas Nonprofit With a Brand Refresh

## Overview

---

The nonprofit Child Poverty Action Lab (CPAL) has become deeply influential in the ways Dallas serves its residents, using a mix of data analytics, community involvement, and relationship building to drive outcomes for everyday people. They have their hands in programs across healthcare, public safety, housing, and more. Their challenge, as they went through a recent brand refresh, was to create accessible messaging that encompassed that broad range without getting stuck in the technical weeds.

## Approach

---

I embedded with program leaders at CPAL to gain a full understanding of programming, leveraging interviews and events as the foundation for new messaging. Deliverables included messaging and positioning documents and website copy.

*"He adeptly transformed our highly technical strategies  
into clear, accessible language."*

## Impact

---

CPAL's website launched in April 2024 and continues to use the established messaging across grant applications, presentations, partnership discussions, and more. "Shawn Shinneman was a go-to partner for the Child Poverty Action Lab during our recent brand refresh," says CEO and founder Alan Cohen. "He adeptly transformed our highly technical strategies into clear, accessible language. His journalism background allowed him to dig deep into the work and use communications as a mechanism to help members of my team focus on some of our most important strategic decisions."