



## A Neighborhood Marketing Carrot

Habitat Omaha Partnerships Help Brands

When one group of volunteers helps with events for Habitat for Humanity of Omaha, their company color spreads across a neighborhood.

“Our vice president talks about how she loves that sea of orange,” OPPD Community Relations Project Manager Jamie Wagner said in reference to the shirts OPPD volunteers wear onsite.

OPPD employees volunteer at Habitat Omaha because it aligns with OPPD’s core values of honor, passion and care; but, in 2019, OPPD realized the alliance could expand their branding. The company displays its name, logo and colors at Habitat Omaha events that give employees a sense of teamwork and organizational pride.

Will Pickle is an energy resource planner for OPPD who has worked on several events called Rock the Block, at which volunteers spruce up a neighborhood. “This is a great way to engage, and give back to my community, and enrich the lives of those around me. Also, it allows me to spend time with my peers and coworkers (many of whom I do not get to work with in the office),” Pickle said. “I get to see and help many of them do things outside of their comfort zones, building their skills while we give back.”

The volunteers who participate include everyone from craft employees to executives, all of whom show up to represent their team for a good cause.

“When you get any employee who sees an executive work alongside them, that’s impactful,” Wagner said, continuing that employees often ask when the next Habitat Omaha event will be held.

The photos taken during volunteer events so clearly define OPPD’s core values they often appear in organizational marketing collateral.

The homeowners and other volunteers meet new people and learn more about where the company volunteers work. Corporate sponsors can also have their company name and logo on signage at houses, on Habitat Omaha’s website and in social media posts featuring their company name — making these partnerships a powerful branding tool.

For more information about becoming a corporate sponsor, contact Becky Vinton, senior development officer, at [bvinton@habitatomaha.org](mailto:bvinton@habitatomaha.org) or (402) 884-2499, or visit <https://habitatomaha.org/corporate-partnership>.