

## Case Study

# ConqHer

### Overview

ConqHer, a nonprofit organization dedicated to empowering girls and women through mentorship, resources, and leadership development, was selected by BDC Strategy Group to participate in the BDC Empowers program. As part of this initiative, BDC provided ConqHer with a comprehensive communications plan, elevated their social media presence, and created engaging digital assets, designed to help expand their reach and amplify their impact.

### Project Objectives

- Develop a strategic communications plan that ensures consistent messaging and alignment with ConqHer's mission
- Create engaging social media content, including graphics and an impact video, to increase visibility and donor engagement
- Establish a sustainable social media management system, including monthly content calendars, caption banks, and branded templates
- Provide creative support with up to 25 custom graphics designed to reflect ConqHer's brand identity

### Assets Delivered

- **Communications Plan:** Strategic framework approved and implemented
- **Trends and Observances Calendar:** Calendar of relevant awareness dates and cultural touchpoints
- **Custom Graphics:** Branded social templates and campaign visuals (up to 25 designs)
- **Social Media Management:** Monthly calendars and captions
- **Impact Video:** Story-driven video to showcase ConqHer's mission and impact
- **Website Review & Recommendations:** Guidance on optimization and messaging
- **Newsletter Redesign:** Provided recommendations and redesign of the newsletter

## Results (Compared to the previous three months)



Instagram leads  
as top platform

**180**  
posts published

Followers grew from



**487 → 1,839**

Engagement rate:



(Increased from 10.84% to 14.11%)

Reach & engagement  
doubled, connecting with

**35K+**



people

## Examples

### Testimonials

"This camp brings us together as Black girls, building our confidence and strength!"  
—Dreamer Participant

"This really built my confidence, I'm ready for college—and for life!"  
—Southern Star alumna

"Thank you for creating a space where I can thrive and be authentically myself!"  
—Outstanding Participant

### Donate

Support our mission to help empower girls and women to thrive.

### Get Involved

Donate  
Partner  
Volunteer  
Mentor  
Spread the Word

### Visit Us

@ConqHerInc  
ConqHer

### Our Mission

ConqHer Inc. empowers under-represented girls and women to thrive through education, mentorship, leadership, and holistic support, equipping them with the skills and confidence for lifelong success.

### Our Vision

We envision a world where girls and women lead confidently, thrive economically, and create change in their communities, grounded in education, mentorship, and wellness.

### Programs That Change Lives

**Dreamer Camp & Shine Mentorship**  
Empowering girls ages 10-15 through leadership, confidence-building, financial literacy, and S.T.E.A.M. exploration.

- Over 486 girls served
- 90% gained new skills or knowledge
- 88% reported increased confidence
- 72% improved financial literacy
- 71% expressed interest in S.T.E.A.M. careers

### What Now Program

A 13-week workforce readiness and leadership program for high school and college students.

- 24 interns since 2020
- 98% completed the program with a stipend
- 92% secured jobs, internships, or launched businesses
- 85% pursued higher education or trades

### Community & Women's Initiatives

Supporting women and families through wraparound services, events, and direct resources.

- 860+ families served through drives and outreach
- 146 women supported through Women in Business events
- 180 women reached through mental wellness programs
- 560+ women supported through our Community Baby Shower

### Our Pillars

- Leadership**  
Building girls' and women's confidence while they are and build the confidence to do so in their authentic selves.
- Personal Development**  
Empowering girls and women with the skills and mindset they need to grow in their careers and leadership.
- Professional Development**  
Empowering girls and women to build careers and confidence with tools for navigating, saving, investing, and entrepreneurship.
- Financial Literacy**  
Supporting girls and women with access to resources and professionals who help them care for their minds and emotional well-being.
- Mental Wellness**

## EMBRACE. EMPOWER. EQUIP.

### 2025 Q2 Newsletter Community & Impact

### A NOTE FROM OUR FOUNDER

From blossoming spring days to bold summer beginnings, this past quarter was filled with meaningful moments that reminded me why we do what we do. April through June brought fresh opportunities to serve, grow, and empower—and I couldn't be prouder of what we've accomplished together.

In Q2, our Shine girls continued showing up and showing out—six officially completed the program, and several stepped into leadership by volunteering at the Manifest Your Purpose Juneteenth Market. Watching them represent ConqHer in the community reminded me how vital stability and confidence are for young women finding their voice.

We also showed up for women in new ways, expanding our wellness programming to include mental and physical health support—because thriving means taking care of the whole woman.

Interns like Jayla and Nivea didn't just help run programs—they led, and were recognized for their efforts with official ConqHer-sourced stipends. Supporting the next generation of mental health professionals means walking the talk when it comes to mentorship and opportunity.

I was honored to personally lead a workshop with the Southern Social Collective, connecting with women entrepreneurs and changemakers to explore leadership and purpose in fresh, authentic ways.

And our Dreamer girls had the chance to step into labs and learning at Mary Kay, getting up close and personal with the world of STEM. Their curiosity was contagious.

Every moment, every check-in, every smile—we don't take it for granted. To each of you who contributed, cheered us on, volunteered, or gave—thank you. Your support powers this mission.

### Looking Ahead

We're just getting started. This summer, we're continuing to build—stronger girls, stronger women, and stronger communities.

- Our 10 for 10 campaign is still going strong through August and we are calling you to join us in pouring into our community.
- Shine Program enrollment opens this August—and we're excited to welcome in a new class of girls ready to grow in purpose, identity, and confidence.
- Dreamer Camp continues, creating space for girls to dream out loud and connect in meaningful ways.
- And we're planning a few surprises for fall that we can't wait to share.

Let's keep embracing, empowering, and equipping—together.

With deep gratitude,  
**Andrea Primes**  
Founder & Executive Director

### ACKNOWLEDGEMENTS

Impact Church Drive | Frost Bank | Veritas Bank | Pioneer Transportation & Logistics | UNT Dallas | Target | Great Outdoors Subs | Chick-fil-A | Speakers | Volunteers | Women Impacted | Parents of Participants | Board of Directors | New and Old Friends

Learn how you can get involved.  
[www.conqher.org](http://www.conqher.org)

6 Stars completed our Shine Program

Our Founder facilitated a workshop with the Southern Social Collective

Hosted Checks to our interns

Women's Wellness Programming (Physical & Mental Wellness)

Dreamer Camp was an absolute blast! Impacting 24 girls!

Some of our girls volunteered at Manifest Your Purpose Juneteenth Market as their Market Partner

## ConqHer

# Donate Now

We're on a mission to raise **\$15,000** by the end of the day!

As we celebrate our 10 years of impact, we hope you'll join us by making a contribution or a monthly pledge to support our mission this North Texas Giving Day.

## ConqHer

# We've reached our goal!

Thanks to our donors and sponsors

[www.conqher.org](http://www.conqher.org)