

Building Confidence Through Clarity:

How the Guardianship Program of Dade County Secured Support for Continued Funding

Forethought Marketing helps organizations achieve extraordinary results by aligning brand with authenticity. Anchored by our MAGIC Sessions®, we combine precision marketing and strategic communication to move the needle in favor of progress.

For the Guardianship Program of Dade County, alignment became action through a video-led awareness effort that clarified the facts, reinforced trust, and garnered support ahead of a critical funding vote.

Client Background

The Guardianship Program of Dade County (GPDC) is the nation's largest public guardianship program serving the vulnerable and incapacitated residents of Miami-Dade County.

For over 45 years, GPDC has provided pathways of hope through compassionate protection and burden relief, serving 1,400 individuals each year.

01 The Challenge

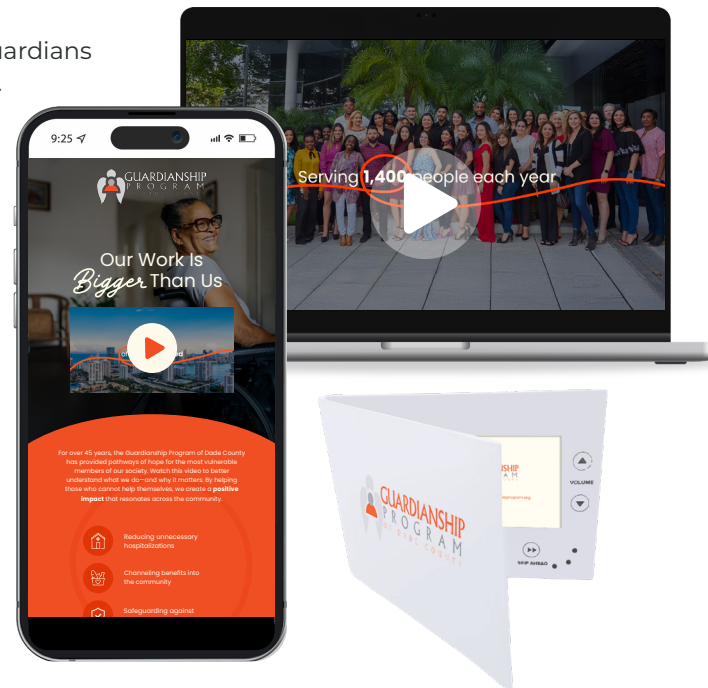
- An audit by the Miami-Dade Office of Public and Professional Guardians **negatively impacted GPDC's reputation** and public perception.
- Without a coordinated response and proactive education, GPDC **risked losing a critical vote for continued funding**.

02 Our Approach

- **Align stakeholders** on a strong shared narrative.
- **Humanize GPDC** with a "common thread" creative concept designed to build trust.
- Create and **launch an educational video campaign** showcasing GPDC's essential role, community impact and success stories.
- **Develop special packaging for the videos** and all supporting materials, to be hand-delivered to each commissioner.
- Reinforce key messages through a **follow-up email campaign**.
- **Build a strategy to strengthen support** ahead of future audits.

03 The Impact

- **Civic leaders were reassured** that constituents were being cared for and that benefits and funds were being properly channeled.
- **Continued funding was approved**, allowing the program to continue.



Watch Our Video Campaigns



What is Guardianship



Why Guardianship Matters

Heading into a pivotal moment? Let's align your message and map the path forward.
Contact Suzanne Sarsfield Scarano at ssscarano@forethoughtmarketing.com.