

CASE STUDY

Brand identity & digital presence for a California reparations advocacy group

League of Women Voters Advocacy Initiative · Oakland, CA · 2024 – Present

Brand Development

Web Development

Communications

Civic Tech

SITUATION

A newly formed advocacy group operating under the League of Women Voters in Oakland set out to explore and advance the case for reparations to communities marginalized throughout California's history. The group's scope spans three distinct and historically significant communities:

American Indian communities

Centuries of dispossession and erasure of sovereignty

Japanese Americans interned during WWII

Forced incarceration and property seizure, 1942–1945

African American communities

Systemic exclusion and economic disenfranchisement

The group had the mission, the conviction, and the subject matter expertise — but none of the digital infrastructure, brand identity, or communications tools needed to build a public presence, reach a broad audience, or engage the next generation of advocates.

APPROACH

Jacqueline joined as a solo project manager and technical lead, serving as the group's primary resource for communications strategy, brand development, web development, and technology onboarding. The work draws on the full breadth of her career — web development experience built across multiple organizational roles, graphic design sensibility developed through years of campaign and brand work, and the communications instincts of someone who has worked in public-facing roles in government, nonprofit, and private sectors.

"This work matters beyond the deliverables. Helping an organization find its voice on an issue this significant — and making sure that voice reaches young people — is exactly the kind of project that reminds me why I do this work."

Active work streams include:

- Brand identity development — creating a visual language and tone that honors the gravity of the subject while remaining accessible and inclusive
- Website design and development — building a digital home for the organization that serves as both an information resource and a community entry point
- Social media strategy and content — developing a presence that can reach across demographics, with a deliberate focus on youth engagement
- Technology onboarding — equipping group members with the digital tools and skills to sustain and grow the organization’s communications independently
- Communications planning — establishing messaging frameworks that convey the complexity of reparations history clearly and compellingly to a general audience

STATUS & GOALS

<p>In progress</p> <p>Active brand build and web development</p>	<p>Youth-focused</p> <p>Education and civic engagement for young Californians</p>	<p>Statewide reach</p> <p>Expanding awareness beyond the Bay Area</p>	<p>Growing team</p> <p>Up to 5 members as organization grows</p>
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This is an ongoing pro bono engagement rooted in Jacqueline’s long history of civic and community service. The immediate goal is to establish a credible, professional digital presence that gives the group a platform commensurate with the importance of its mission. The longer-term goal is to build an organization that can sustain and expand its own communications — reaching youth, educators, and policymakers across California and beyond.

The project reflects a throughline in Jacqueline’s career: using operational and technical skills in service of work that matters — from redesigning a city youth employment program to building the digital voice of a historical justice organization.

KEY TAKEAWAYS

- Early-stage advocacy organizations need technical infrastructure as much as they need passion — brand, web, and communications tools are force multipliers for mission-driven work
- Technology onboarding is not a one-time event — the goal is building the organization’s capacity to own its own tools and grow independently
- Youth engagement requires meeting young people where they are digitally — social presence, accessible language, and visual identity that resonates across generations
- Pro bono technical leadership is one of the most high-leverage forms of community service available to operations and technology professionals

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