



Catholic Charities

Catholic Charities | Turning Compassion into Influence Through Strategic Storytelling

THE CHALLENGE

[Catholic Charities of the Archdiocese of Galveston-Houston](#), a pillar of social service in Southeast Texas for over 75 years, faced a visibility gap. Despite its deep impact across immigration, adoption, housing, senior care, and disaster recovery, the organization lacked a unified communications strategy to elevate its voice in public discourse and position its leadership as thought leaders.

OBJECTIVE

Catholic Charities of the Archdiocese of Galveston-Houston aimed to increase public awareness of its wide-ranging services, which include immigration support, adoption, housing, senior care, and disaster recovery. The organization also sought to amplify its thought leadership on pressing social issues such as poverty and self-sufficiency, positioning CEO Cynthia Colbert and program directors as credible experts for media and civic engagement. Internally, the goal was to unify messaging across departments and empower staff to serve as brand advocates who could confidently represent the organization's mission and values.

APPROACH

Pierpont developed a comprehensive communications plan that included message development, media training, and a brand advocacy roadmap. The strategy focused on storytelling, leveraging client success stories across earned media, social platforms, and fundraising campaigns. Pierpont also implemented a "power mapping" initiative to elevate the CEO's visibility among civic and business leaders and secured speaking engagements at high-profile events such as the Greater Houston Partnership's HYPE Breakfast and United Way's Nonprofit Connection workshops. A media relations protocol and subject matter expert (SME) roster were created to streamline press opportunities and ensure timely, credible responses.

RESULTS

As a result of this strategic engagement, Catholic Charities emerged as a recognized voice on social justice and human services. The organization earned media placements in outlets such as Houston Public Media and Houston Matters, and its leadership was featured in regional forums

and policy discussions. Internally, staff engagement improved through clearer messaging and enhanced social media empowerment. Catholic Charities successfully transitioned from being seen solely as a service provider to becoming a thought leader and trusted advocate for the communities it serves.