



EverDriven Case Study

EverDriven | How a Drive for Student Essentials Made 81 Headlines

CHALLENGE

EverDriven wanted to generate more media coverage in key local markets while strengthening relationships with its school district partners. However, earning meaningful local attention required an authentic community connection. With limited opportunities to engage districts through traditional press efforts, EverDriven needed a new way to build partner trust, create locally relevant stories and showcase its impact beyond student transportation, particularly its commitment to supporting students experiencing housing instability under the McKinney Vento-Act.

OBJECTIVE

Pierpont set out to deepen EverDriven's relationships with school district partners and turn those relationships into authentic storytelling opportunities. The goal was to increase district participation, create opportunities for partners to participate in media efforts alongside EverDriven and generate meaningful local coverage that showcased the organization's impact beyond transportation.

SOLUTION

Pierpont developed *Arrive Ready*, a national back-to-school donation campaign designed to give EverDriven's district partners a meaningful story they could proudly share with their communities. Throughout August, EverDriven donated backpacks and hygiene products to students experiencing housing instability under the McKinney-Vento Act across seven partner districts nationwide: Wichita Public Schools (KS), Aurora Public Schools (CO), Kansas City Kansas Public Schools (KS), Kansas City Public Schools (MO), Lake Washington School District (WA), Garland Independent School District (TX) and Anchorage School District (AK).

The campaign launched nationally before activating market by market through on-site media events. Rather than simply asking districts to participate in EverDriven-focused press opportunities, *Arrive Ready* created a shared platform for districts to highlight their commitment to students while positioning EverDriven as a community partner invested in their success. This community-first approach created authentic, locally relevant stories that gave media a compelling reason to cover EverDriven's impact.

Five media events were held throughout August, with two additional district activations scheduled for September in Anchorage and Kansas City, Missouri, extending the campaign's reach and momentum into the new school year.

RESULTS

The campaign generated **81 total media hits** to date across 12 TV, radio, and online outlets, with 100% positive story sentiment and consistent pull-through on EverDriven's identity, services, and the vulnerable student populations it supports. Coverage reached an **estimated audience of 3,151,479 people**, led by Garland/Dallas-Fort Worth, Wichita, and Kansas City.

Beyond the media metrics, Arrive Ready strengthened EverDriven's relationships with seven school district partners nationwide, creating a foundation for continued collaboration and future storytelling opportunities. What began as a back-to-school donation campaign opened the door to deeper district engagement, with partners now more comfortable lending their names, voices and perspectives to media opportunities alongside EverDriven.

The campaign also reinforced EverDriven's role as more than a transportation provider, but as a committed partner invested in the students and communities it serves. As Denise Fuoco, Federal Programs Manager for Wichita Public Schools, put it: "They show up for these kids every single day, no matter what."

BY THE NUMBERS

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