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**Marketing makeover for YESS**

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Youth Emergency Services & Shelter of Des Moines has been chosen to receive a free marketing makeover from the McLellan Marketing Group of Des Moines and five other companies who are donating their time and talents to the cause.

YESS, established in 1973, provides emergency shelter, crisis care, and counseling for children and families.

The six companies began taking applications in December from Des Moines-area charities interested in the offer of free marketing help worth up to \$75,000 in goods and services.

More than 50 charities applied, said Drew McLellan, president of McLellan Marketing. Choosing a winner was difficult because of the number and quality of the applications, he added.

YESS was chosen because its application "brought their work to life," said McLellan. "Their application helped us see and feel the need of the families they serve."

YESS also demonstrated that "they are willing to let us get completely immersed in their organization and they are ready to really shake things up," he added.

Mike Fritz, YESS executive director, said the agency is excited about the prospects of getting a professional, coordinated marketing makeover that will increase the agency's visibility.

McLellan's company will create a marketing program and the partner companies will provide services such as Web site design and video production to execute the program over the next year.

The YESS budget doesn't have money for that kind of marketing approach itself, Fritz said. He commended the companies for their charity.

"It's wonderful for them to provide their time and expertise in this way," said Fritz.

Companies often are approached to donate services to charities, McLellan said in December. The help is piecemeal, however, and doesn't have a long-term impact on a nonprofit's success.

The new program will let McLellan Marketing and the other companies focus on a charity for a year and hopefully have a significant impact, McLellan said.

The help will include instruction and advice so that when the year is over, the nonprofit staffers will be able to carry on an effective marketing program on their own.

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