

WHAT

I

DO MATTERS

..... *It's not glamorous*

IT AIN'T EASY

It's the hardest thing I've done in my life

IT IS MY LIFE

I'VE DEVOTED MY LIFE TO CHILDREN

TO **GIVE**

THEM OPPORTUNITIES

TO HELP THEM SUCCEED

when the odds have been

STACKED LIKE THE KID

AGAINST THEM WHO GREW UP

WITH A BROKEN FAMILY

A LEARNING DISABILITY

— *And a school system that failed her* —

IT'S NOT HER FAULT

Her behavioral issues are the result of parental problems

PAIN BUT NOW SHE'S HERE

SITTING IN MY OFFICE

GLARING AT ME

LIKE SHE WANTS TO RIP THE HEART OUT OF MY CHEST

The same heart that beats with love for her

WITH **A** VISION FOR HER

DREAMS

AND THAT'S WHY I CARE

WHY I GIVE MY LIFE TO HELPING KIDS

She deserves someone in her life who's in it for the long-haul

WHO WILL FIGHT THE ODDS

& WON'T EVER GIVE UP

Who gets excited after she goes an hour without a breakdown

HAS A MEANINGFUL CONVERSATION

CRACKS A SMILE

And oh, when she smiles! That's when I catch

a glimpse of belief. That glint in her eye

THAT MAYBE, JUST MAYBE

she believes her life does matter

SHE'S WORTH SOMETHING

SHE HAS POTENTIAL

WHAT I DO IS HARD

SO **DAMN** HARD

BUT WHAT I DO MATTERS

BECAUSE HER LIFE MATTERS

..... *Because I care*

AND SO DO WE





A marketing department

for organizations that

give a damn

Finally, strategic, seamless and sustainable marketing for your nonprofit.

We pioneered marketing outsourcing way back in 1997, and have helped hundreds of organizations grow responsibly ever since.

Research & Strategy

We'll target the audiences you can serve most profitably—and search out the best ways to reach them. Our strategies are based on rock-solid research and analysis that includes:

- TARGET MARKETS**
The audiences most likely to want what you offer. The segments you can serve best. The people and organizations you need to engage.
- MARKETING OBJECTIVES**
The specific behavior changes that will produce the results you're looking for. With numbers attached, because you get what you measure.
- POSITIONING**
The best way to position your organization that clearly defines your differences—and helps people understand why those differences matter to them.
- COMMUNICATIONS STRATEGIES**
Messages that will compel your target audiences to re-think the value your organization provides, and ultimately, change their behavior.
- CONTACT STRATEGIES**
The most effective and cost-effective ways to convey your messages to the most productive audiences.
- MEASUREMENT**
The methodology and tools to measure what's working and what isn't, mapped to your organization's key performance indicators.

"We're grateful for the help Outsource Marketing has provided while helping us move Spurwink's mission forward. Great partner. Beautiful work."

Eric Meyer
CEO, Spurwink

Planning & Management

Schedules and budgets and deadlines, oh my! No worries, we've got you covered. We'll draw up a marketing plan that puts your strategy into action.

We'll custom build the infrastructure you need to get your marketing done well, filling the gaps in your team and marketing programs—all without adding overhead.

Finally, we'll evaluate effectiveness and make the appropriate adjustments so you can get the best return on your marketing investment.

"When our 60-year old association was ready to change not only its look/logo, but also our focus from an American association to an international association, we turned to Outsource Marketing to guide us through the process.

Their team dug deep, gathering insight from board members, association members, our staff, and the field at large to capture what we are all about and they nailed it! We are so pleased not only with the final product but the process, which was exciting and empowering."

Kari Sisson
Executive Director, ACRC

A custom-built

Marketing Department

Get all of your marketing done well with one strategic and creative partner. No muss. No fuss.

- Brand identity
- Graphic design
- Copywriting
- Advertising
- Public relations
- Direct marketing
- Website, e-commerce, intranet, blog and mobile application development
- Naming for organizations, products and services
- SEO, paid search, digital display advertising and remarketing programs
- Email marketing
- Cause marketing
- Marketing automation
- Demand generation
- Sales materials, presentations and promotions
- Event planning and management
- Social media strategy and management



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