



MadAveCollective

Marketing for Nonprofits

Nonprofit Marketing Made Simple



**You specialize in nonprofit development.
We specialize in nonprofit marketing.**

Your website is outdated and incomplete. Your brochure or email campaigns don't generate results. Your Case for Support doesn't create enthusiasm for your cause.

If your nonprofit is like so many others, those problems sound familiar. Your staff may not have the time, experience or resources to create eye-catching marketing materials and execute effective programs that support your goals.

MadAveCollective is a marketing agency that partners exclusively with nonprofits. We can improve your existing marketing efforts or build a custom approach for you from scratch. We'll work to raise awareness of your organization and the services it provides. We can also elevate the perception of your organization within the donor community.

A member of the MadAveGroup family of agencies, we pair emerging creative talent with our agency's expert mentors to provide professional marketing services at a fraction of the cost others charge.



MadAveCollective Services

Design

Great design is a key to great marketing. It can draw attention and contribute to powerful emotional connections. We can apply a fresh sensibility to your logo, website, direct mail campaigns, annual reports and any other digital or printed elements. The result will be an engaging representation of your brand.



Video

We'll determine how your organization can use video to connect with donors and other audience members. We can create your videos, from developing the concept to the writing, shooting and editing. We'll distribute your video content and track its performance, too.

Website Build & Content Management

We'll create an online presence that serves you by serving your audience. And we'll build it with your growth in mind. Our team can also create and publish content to your website regularly to encourage ongoing interest in your mission.



Printing Services

We'll gather bids, manage your printing and mailing process, plus ensure the consistency of all your collateral. Our printing services are typically 40% less expensive than other local printers.

Social Media

Fifty-five percent of people who engage with a nonprofit on social media contribute to the organization's cause. We can plan and execute your social media strategy, then track specific metrics to build your audience and increase your visibility.



Copywriting

We'll work with you to refine your message and communicate your work's unique value to your audience. We can provide copywriting for your website, newsletters, emails, fundraising materials and other applications.



Email Marketing

Regular email campaigns allow you to stay in front of donors and other stakeholders. We'll help you organize your email list, design email templates, write the copy, send your emails and track the results.



1600 Madison Avenue
Toledo, Ohio 43604

+1 419.725.6500

info@madavecollective.com

An agency of

 **MadAveGroup**