



Introducing a way to promote your non-profit organization using the power of shared talent and resources.

The goal of any non-profit group is to further its mission using every resource it can find. Social media, such as the Web and Facebook offers a great way to get that word out - but how do you maintain a consistent message? How often does your social media get updates? Unfortunately the cost to hire professional communication support to do this correctly is out of reach for the smaller non-profit.

Here's the concept: During my last ten years promoting a larger non-profit, I watched dozens of small non-profit staff spend endless hours struggling with marketing and communication skills I could accomplish in minutes. I knew if I could spend a sliver of time helping each of them develop their own message and delivery - the result would be more cost and time effective for everyone. More of my community would benefit.

It is beginning to work: Just like your organization helps others using your experience, I have begun to share my resources and experience to supply affordable non-profit marketing including Internet social media.

The Interfaith Health & Hope Coalition was the springboard for this concept and their organization benefited immediately. A improved website and quicker updates to their Facebook pages have increased their reach substantially and provided a boost of energy to their efforts.

See their progress at: Interfaithhealthhope.org

Integrated Resources include:

- Experienced non-profit based marketing consulting that confirms your communication is working at its best.
- Professional design and continued updates of a unique website – based on your mission and value text.
- A living, properly promoted Facebook site that gathers momentum over time – as well as posting all submitted news items as received.
- Hard user data for admin review of content and visits.
- Domain name registrar and coordination (the right name pointed at the right website)
- Web Services (a place to house and deliver your web pages and keep the system up to date)
- Email Service (domain based email addresses for organization leaders as well as the ability for group email delivery under the organization's name)

Full Disclosure Costs: Using shared servers and design services -- organizations can have experienced assistance provided on a sliding scale starting at \$150 a month. It's higher than web hosting alone - but the costs cover a place to put all your digital needs - plus a non-profit minded marketing professional to keep your message reaching out to everyone you need to talk to.

So far it's working great.

Currently, shared service is only available to 12 individual non-profits.
Email dave@davesinclair.us to arrange a conversation about yours.

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