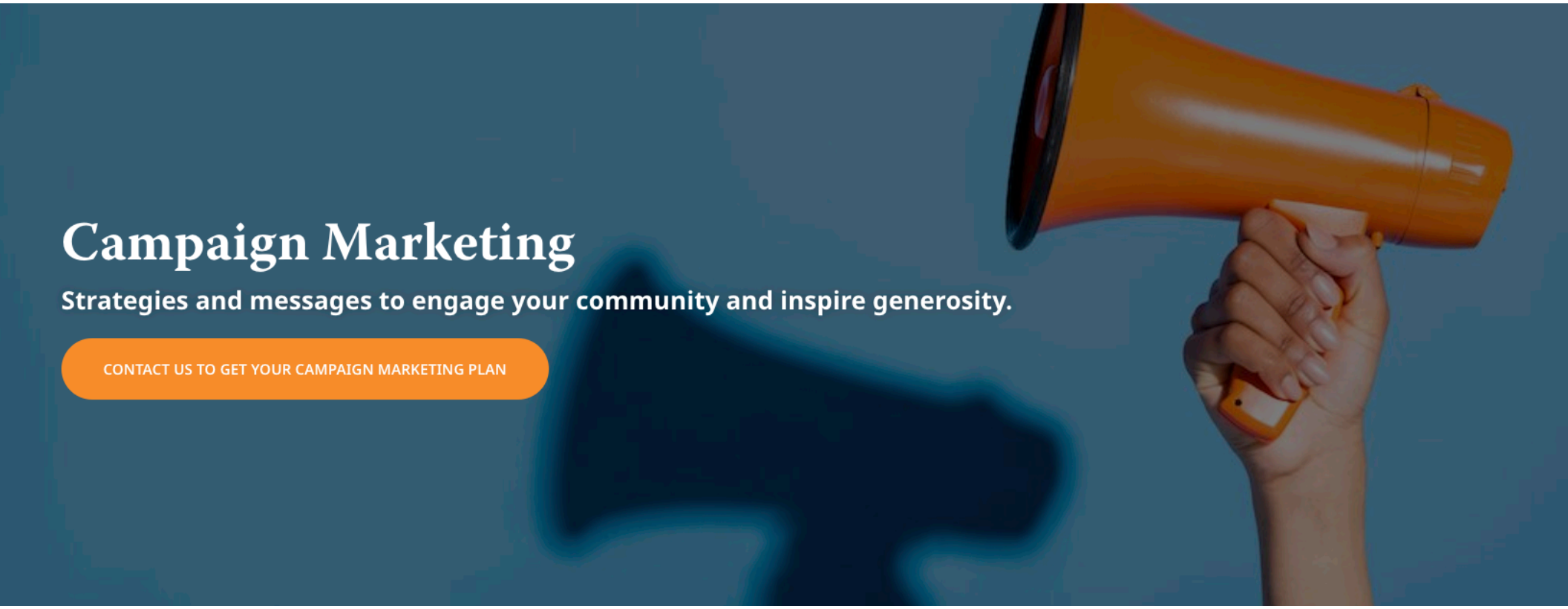
CRAMER & ASSOCIATES
Partners in Philanthropy



Campaign Marketing

Strategies and messages to engage your community and inspire generosity.

CONTACT US TO GET YOUR CAMPAIGN MARKETING PLAN

The worst thing your nonprofit can be is the best kept secret.

If you don't include marketing in your campaign strategy, you're ultimately hurting your fundraising efforts.

- **You're confusing donors** if you don't convey your campaign vision and impact clearly.
- **You're leaving money on the table** if potential donors with an affinity for your cause aren't aware of your organization or your campaign.
- **You're losing fundraising momentum** if you wait to get the word out about your campaign in your community.

Without strong campaign marketing, you could fail to meet your campaign goal.

CONTACT US TO GET YOUR CAMPAIGN MARKETING PLAN

Why should you include marketing in your campaign strategy?

A Campaign Marketing Plan...

...empowers your staff, board, and volunteers to be campaign ambassadors and drum up support.

...generates a broad base of community-level gifts that help you reach the finish line and declare success.

...builds a philanthropic brand that inspires your community.

A campaign marketing plan is an investment in your campaign's success.

Congratulations! You've launched your big campaign.



You've conducted a feasibility study, refined your plans, and set your goal. Now, you need to convince lots of people to contribute their time, talent, and treasure. But how do you do it? **The answer is campaign marketing.**

We know that great marketing makes fundraising more effective. When you engage us for your campaign, we create integrated fundraising and marketing strategies that are customized to your organization. We'll help you convey your campaign vision, excite your community, and inspire people to give and get involved.

CONTACT US TO GET YOUR CAMPAIGN MARKETING PLAN

How to Partner With Us



1. Curious How Marketing Can Enhance Your Campaign?

Contact us with more information about where you're at in your campaign journey.



2. Share Your Vision

We'll be in touch to schedule your free discovery call and discuss how a campaign marketing plan can bring your dream campaign to life.



3. We'll Make a Plan

Our team will craft a custom proposal for you.

CONTACT US TO GET YOUR CAMPAIGN MARKETING PLAN

The Power of Storytelling



When it comes to campaigns, other consultants focus solely on fundraising. For them, it's all about the ask—securing big gifts and courting major donors. But at Cramer & Associates, we know that **effective fundraising is good storytelling.**

— *Read More*

We create campaign messages and marketing strategies that make your donor the hero of the story. Your marketing will invite individuals to join your cause and envision the impact they could make. **Because every gift matters when it comes to reaching your campaign goal.**

A campaign marketing plan builds lasting relationships between your organization and your donors. When your campaign is complete, you will have a strong philanthropic brand that inspires trust, generosity, and loyalty.

CONTACT US TO GET YOUR CAMPAIGN MARKETING PLAN