
YOU × PWI

PARTNERSHIP STRUCTURE

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ABOUT PWI

Who We Are

We are a creative, digital, and consulting team providing structured support across design, web, marketing, and strategy. Our work is built to be practical, reliable, and easy to integrate into a wide range of engagements.

What We Do

We offer services spanning creative execution and strategic planning, including graphic design, website development and support, content and marketing services, and consulting focused on messaging, fundraising, and organizational strategy.

How Our Services Are Structured

Our services are modular, clearly scoped, and designed to work independently or together. This approach allows organizations to select only what they need while maintaining consistency across projects.

Experience and Approach

With over a decade of experience, we bring a process-driven approach focused on clarity, alignment, and execution.

Quality and Process

Every project follows documented workflows and internal review standards to ensure accuracy, consistency, and professional delivery.

This packet outlines our service offerings and included features to help evaluate fit and scope.

Our Mission

Impact hundreds of millions of people.

Our Vision

Honor God. Impact People.

WHY PARTNER WITH PWI?

Why Partner With Us?

Partnering with us gives your agency the ability to offer high-quality creative and digital services without taking on extra staff, overhead, or production risks. We provide the fulfillment, you provide the relationship, and together we deliver exceptional results for your clients.

Our partnership model is simple. You sell our services at whatever price fits your market and value structure, and you keep the margin. You gain a reliable production team, consistent deliverables, and a full suite of services you can confidently offer under your own brand.

Flexible Pricing and Full Margin Control

Set your own retail pricing. Whether you mark up our services by 20 percent, 50 percent, or more, you keep the difference. It is your business model, your clients, and your revenue.

A Team You Can Trust

With a decade of experience and hundreds of successful projects, our team becomes your behind-the-scenes production department, delivering high-quality work that reflects well on your brand.

Expand Your Services Effortlessly

Add design, web, marketing, and consulting services to your offerings without hiring additional staff. We do the fulfillment while you focus on sales and client relationships.

Reliable Turnaround and Clear Communication

We deliver projects on time and keep you updated throughout the process so you can confidently communicate with your clients.

A Long-Term Partner Focused on Your Growth

When you succeed, we succeed. Our goal is to build a trusted partnership that helps your agency grow with dependable production support and consistent quality.

DESIGN SERVICES OVERVIEW

Service	PWI Amount
Branding Package	\$1,500
Unlimited Basic Graphic Design <i>(1 Project at a Time, 5-Day Turnaround)</i>	\$2,000/mo
Unlimited Graphic Design <i>(2 Projects at a Time, 5-Day Turnaround)</i>	\$3,000/mo

Branding Package

\$1,500

Bring your brand to life with a logo and visual identity that tells your story — polished, professional, and ready to shine across all your marketing channels.

WHAT'S INCLUDED

- We'll create **three unique logo directions** that capture your brand's story and personality.
- Each direction includes **multiple concepts and variations** exploring fonts, icons, and layouts.
- Together, we'll **select and refine your favorite** design through one round of thoughtful revisions.
- You'll receive your final logo in **all major formats** (AI, EPS, PNG, JPG, PDF) for print and digital use.
- **Full ownership rights** are included for unlimited use across all materials.
- All brand files will be organized and delivered in a **shared folder** for easy access and implementation.



③ Creative Directions

Thoughtful Design Evolution

Organized File Delivery

Unlimited Basic Graphic Design

\$2,000/mo

Unlimited designs, one project at a time — from flyers to social graphics, we keep your brand looking fresh and professional, fast.

WHAT'S INCLUDED

- Get monthly print and digital designs—from quick updates to full creative pieces—with **one active project at a time**.
- We design everything from flyers and brochures to business cards, banners, and social media graphics.*
- Most projects are completed within **5 business days** to keep your campaigns moving smoothly.

**Please note: Website and video design are not included in this plan.*



🕒 5 Day Turnaround

① Project at a Time

Unlimited Graphic Design

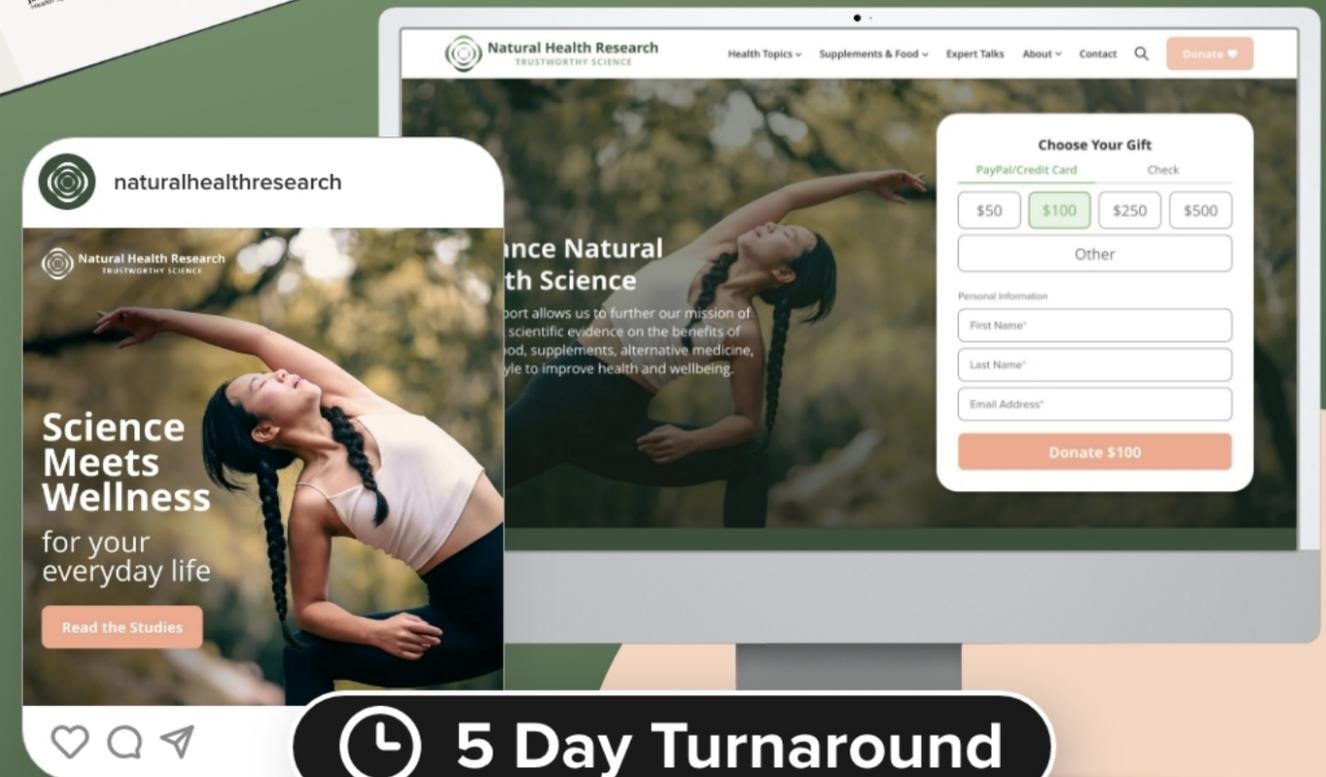
\$3,000/mo

Unlimited design with up to two projects at once — perfect for landing pages, presentations, social media, and more, delivered quickly to boost your brand impact.

WHAT'S INCLUDED

- Submit unlimited print and digital design requests each month, with up to **two active projects at a time**.
- We design everything from landing pages and brochures to reports, presentations, and social media graphics.*
- Most projects are delivered within **5 business days** to keep your visuals fresh and your campaigns on track.

**Please note: Video design is not included in this plan.*



 **5 Day Turnaround**

 **2 Projects at a Time**

 **Landing Pages**

 **Animated GIF**

WEB DESIGN SERVICES OVERVIEW

Service	PWI Amount
Starter Website	\$1,500 + Hosting
Custom Website	\$5,000
Feature-Rich Website	\$10,000
Content Hub Website	\$15,000
Advanced Website	\$20,000+

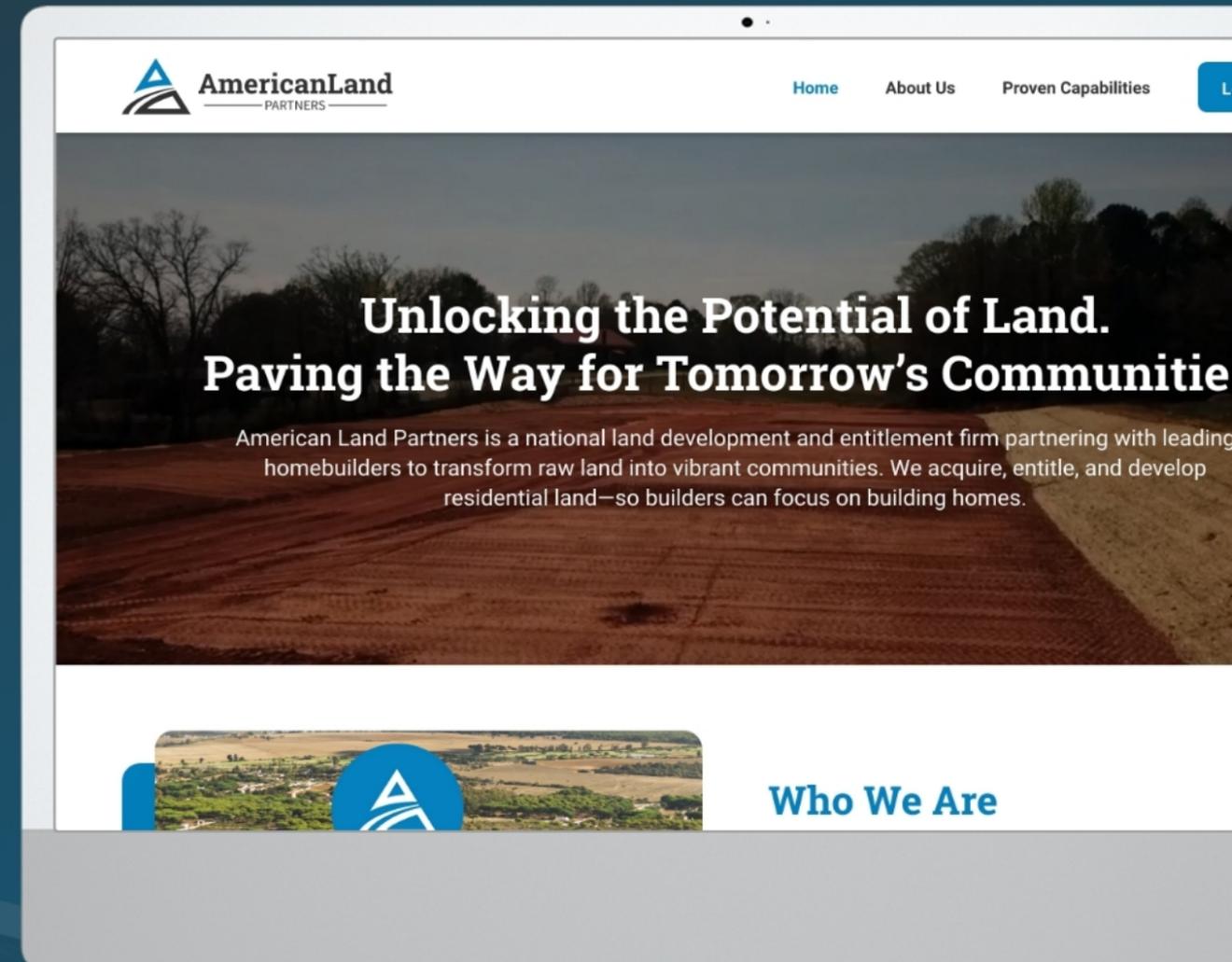
Starter Website

\$1,500 + Hosting

Ideal for small orgs or one-off event sites needing something fast and affordable.

WHAT'S INCLUDED

- Choose 5 page templates at template.pwistaging.com.
- Simple functionality: contact form, donation link.
- We select the best color palette and typography styles for your brand.
- We write your website content in a light branding tone.
- All-In-One SEO plugin and 3 Months of SEO optimization.
- Mobile-responsive design.



 **Mobile Responsive**

 **Simple Functionality**

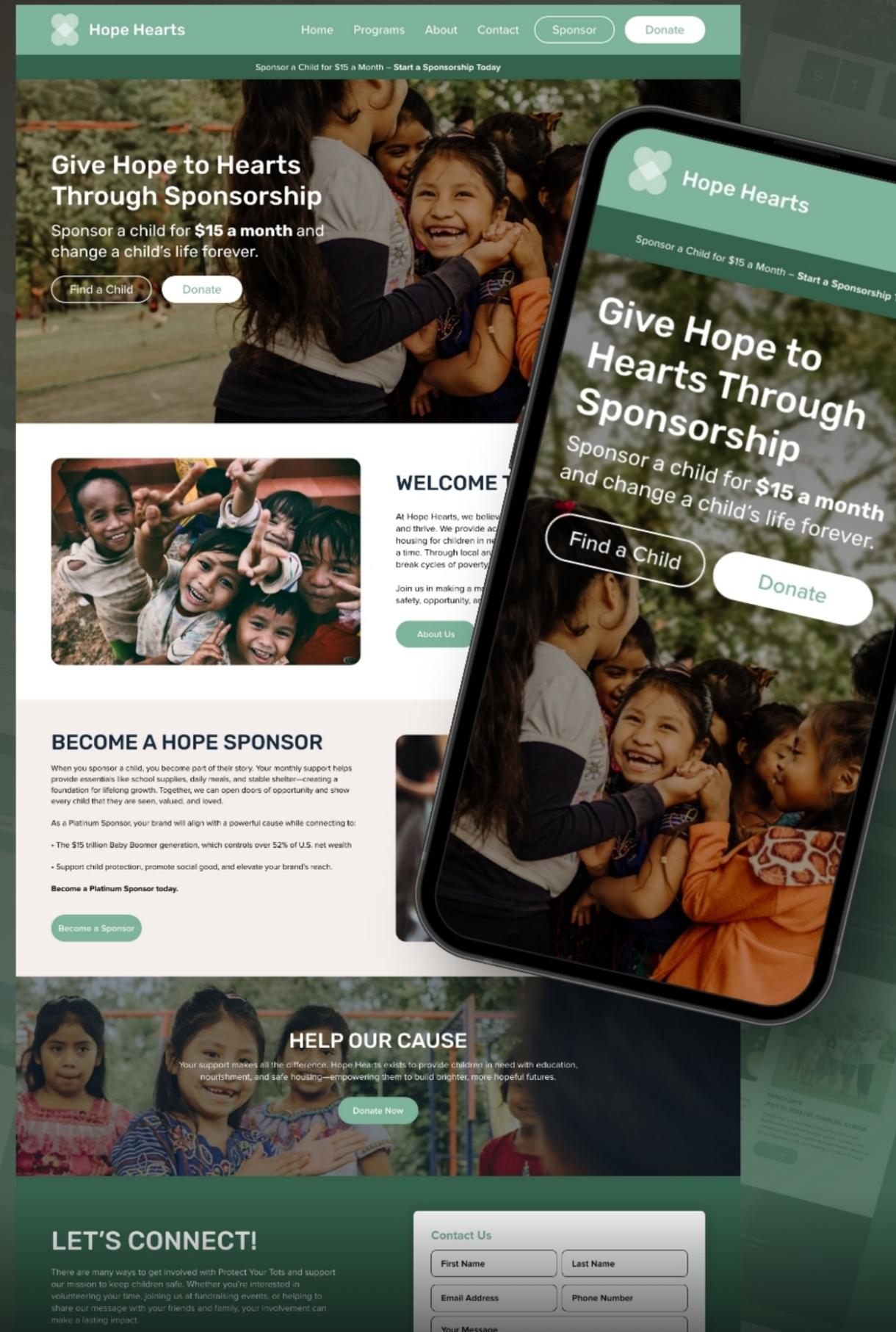
Custom Website

\$5,000

Ideal for growing nonprofits or orgs wanting a polished digital presence with more collaboration.

WHAT'S INCLUDED

- Up to 6 custom page designs, designed to meet your goals.
- We collaborate with you on branding: color palette, typography, and layout styles.
- Enhanced forms: Basic Contact Forms, Newsletter Signup via Mailchimp or Constant Contact.
- Basic plugin set up: security, all-in-one SEO plugin, backups.
- Integrated GA4 for your website's analytics.
- Mobile-responsive design.
- 1 round of revisions.



Basic Plugin Setup



Custom Design

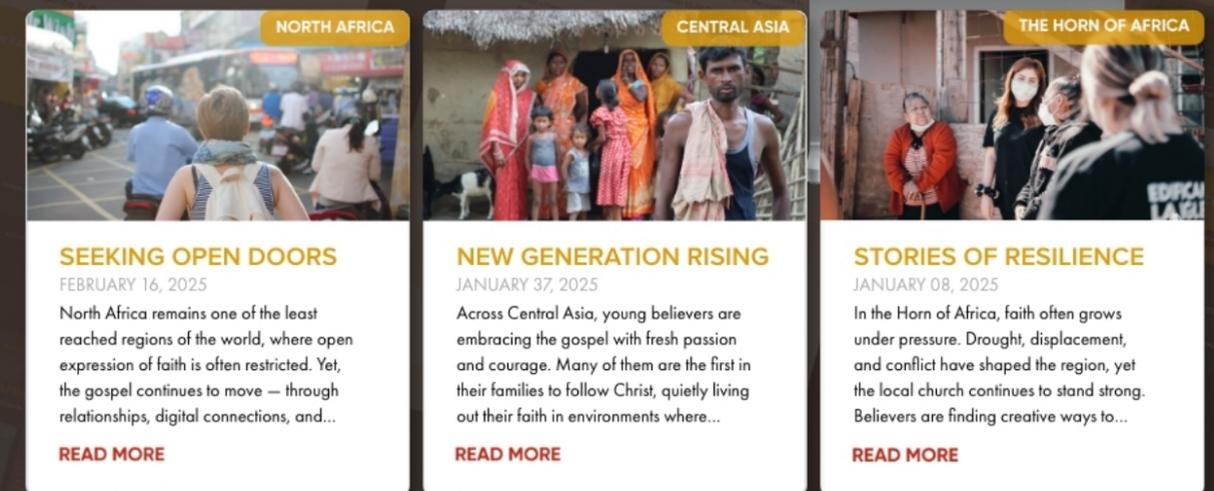
Feature-Rich Website

\$10,000

Best for orgs ready to step up their marketing and engagement efforts.

WHAT'S INCLUDED

- Includes everything from the *Custom Website*.
- Up to 12 custom page designs to meet your goals.
- Blog, posts, or news sections with internal template pages.
- We collaborate with you on branding.
- Integration with 3rd-party platforms: more complex email sign-up, Gravity Forms add-ons, etc.
- More robust contact/donation functionality: multi-step forms, confirmation messages, and tracking.
- 1 round of revisions.



 Blog Integration

 Site Tracking

 Donation Form

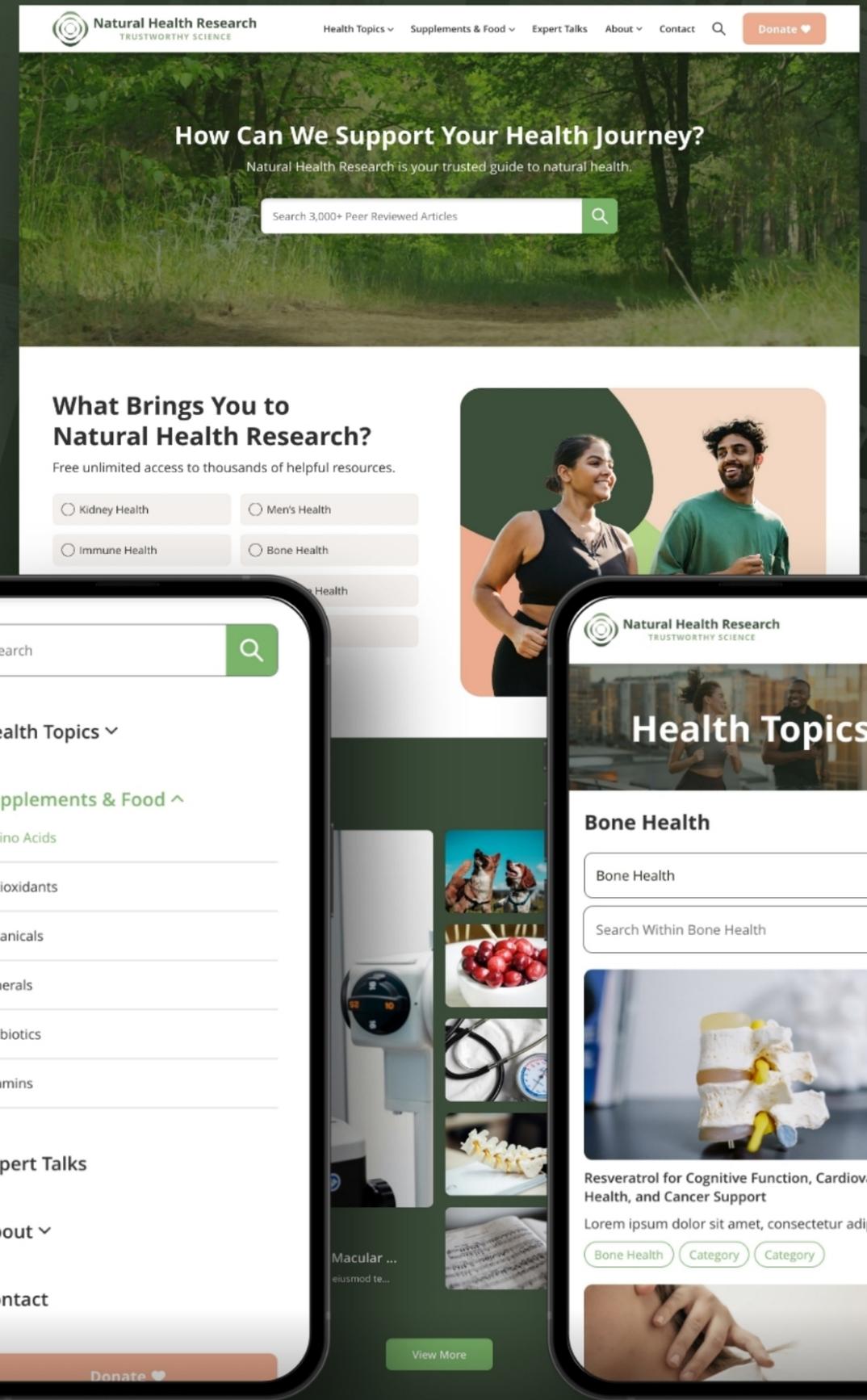
Content Hub Website

\$15,000

Great for orgs with lots of content and audience segments they want to target.

WHAT'S INCLUDED

- Includes everything from the *Feature-Rich Website*.
- Up to 17 custom page designs to meet your goals.
- Interactive content blocks: FAQs, testimonials, timelines, and accordions.
- We collaborate with you on branding.
- Dynamic content filtering: searchable blog posts, categorized articles, filterable resources.
- Event calendar or other more complex plugin setup.
- Advanced SEO optimization: meta tags, schema markup, and performance tuning.
- Multilingual-focused setup (as needed).
- 1 round of revisions.



 **Advanced Filtering**

 **Multilingual**

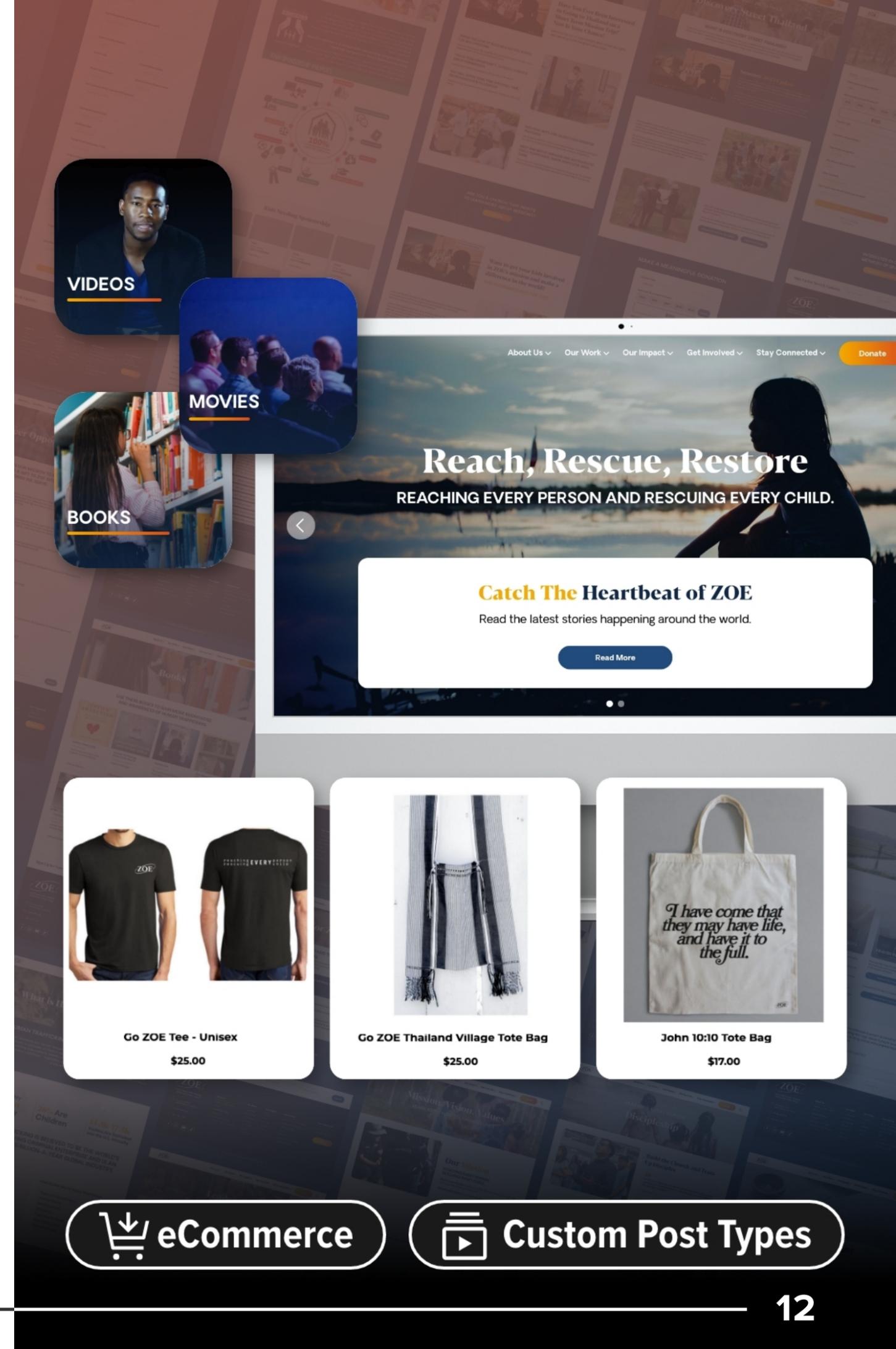
Advanced Website

\$20,000+

Perfect for larger orgs or those ready to invest in a digital platform that drives growth and long-term engagement.

WHAT'S INCLUDED

- Includes everything from the *Content Hub Website*.
- Custom page designs, scalable for 20+ pages of content.
- Custom post types: resources, volunteer stories, etc.
- Advanced performance tuning: CDN, caching, lazy loading, etc.
- Built-in eCommerce (WooCommerce), donation platforms, or membership systems.
- Ongoing retainer for content updates or additional functionality (optional).
- Advanced 3rd-party system integration.
- 1 round of revisions.



 eCommerce

 Custom Post Types

MARKETING SERVICES OVERVIEW

DIGITAL MARKETING

Service	PWI Amount
Google Ad Grant Management <i>(For Eligible U.S.-Based 501(c)(3) Organizations)</i>	\$350/mo
Google Paid Ads	\$1,500/mo + Ad Spend
Meta Advertising	\$1,500/mo + Ad Spend
Social Media Management	\$1,500/mo
Email Marketing	\$500/email + Ad Spend
Search Engine Optimization	\$1,500/mo
Content Writing	\$1,500/mo

Google Ad Grant Management

\$350/mo

Expand your nonprofit's visibility and reach with up to \$10,000 per month in free ad spend from Google.

Available for all eligible, U.S.-based 501(c)(3) organizations.

WHAT'S INCLUDED

- In your first month, we set up your compliant Google Ads account or optimize it if you already have one.
- Ongoing optimization focused on clicks, impressions, and user conversions.
- Targeted campaigns designed to drive website traffic, email sign-ups, and donations.
- Monthly meetings for the first 6 months, followed by quarterly check-ins for continued strategy and growth.
- 24/7 data dashboard to track real-time results.

(Optional) Add on advanced conversion goal tracking setup, Google Tag Manager, Microsoft Clarity, and/or other tracking tools for an additional one-time investment of \$1,500.

The screenshot shows a Google search interface with the query "Sponsor a Child". The search results are filtered to show sponsored content. The top result is from "Your Nonprofit" (www.yournonprofit.org/sponsor) with the headline "Sponsor a Child". The ad text reads: "Your Nonprofit — Select a **child** to **sponsor** and start a lifelong friendship where you can see them grow. **Sponsor a child** today." Below the text are links for "Child Sponsorship Program", "Find A Child To Sponsor", and "Donate \$15 Monthly". A small image of a child is visible on the right side of the ad. Below the main ad, there are two smaller ad cards. The first card has the headline "Make a Difference with Your Gift" and text: "Your donation helps provide food, shelter, and hope to those in need. Give securely online in seconds. 100% tax-deductible. Join the mission and give now." It includes buttons for "Join As A Volunteer", "Outreach Programs", and "Giving Opportunities". The second card has the headline "Sponsor a Child Today | Change a Life for Just \$15/Month" and text: "Make a lasting difference in a child's life. Your sponsorship provides food, education, and hope. 100% nonprofit. Safe, simple, and impactful." It includes a button for "Find A Child To Sponsor".

Google Paid Ads

\$1,500/mo (3-Month Contract) + Ad Spend*

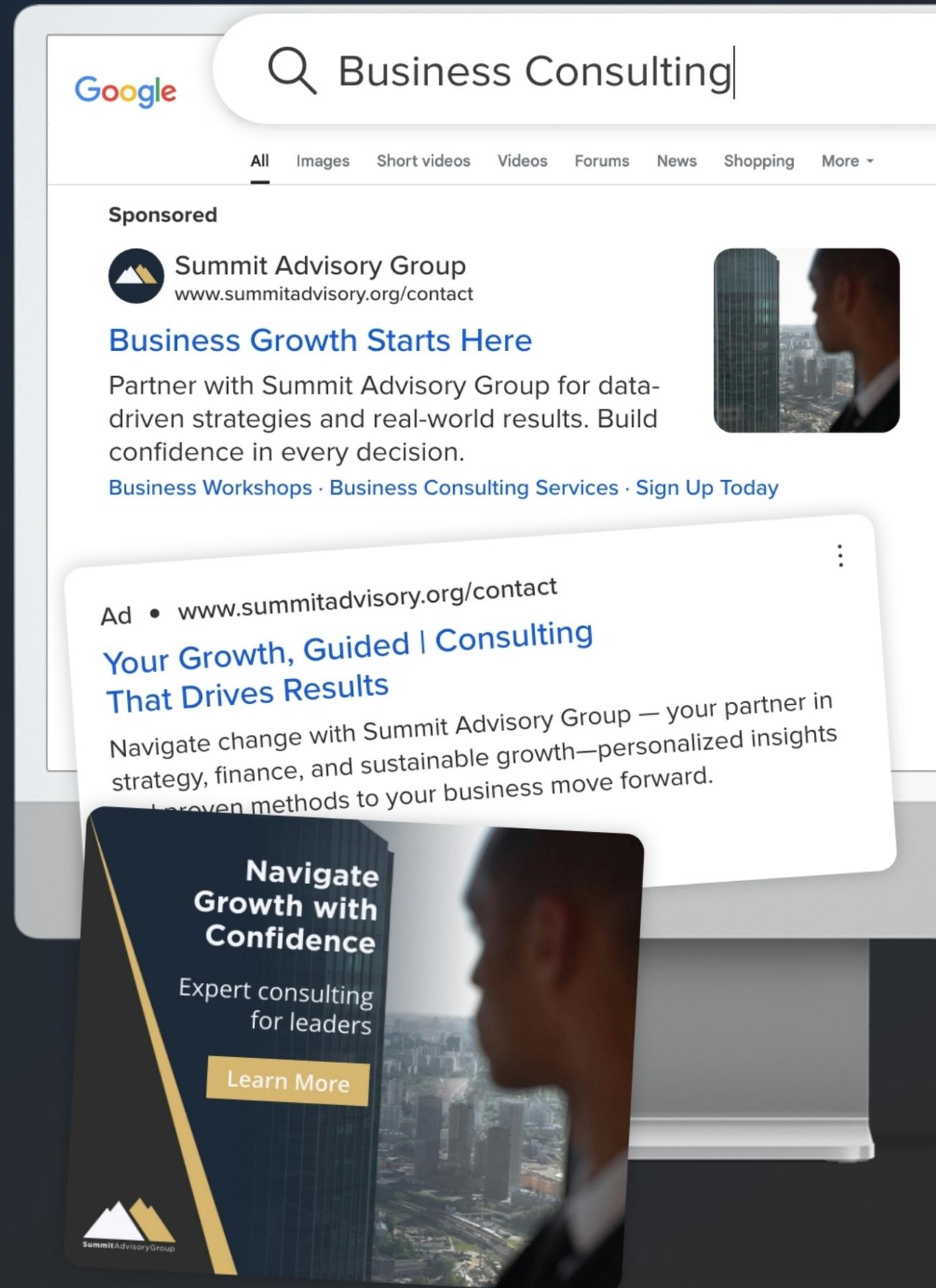
Drive meaningful traffic, generate leads, and grow your impact with tailored Google Ads campaigns.

**Please Note: Monthly management cost does not include ad spend. We recommend \$500-\$1,000 per month, paid directly to Google.*

WHAT'S INCLUDED

- In your first month, we set up your Google Ads account or optimize it if you already have one.
- Tailored campaigns using Search, Performance Max (PMax), and Display Ads.
- Keyword research, ad copy, and visuals designed for engagement and conversions.
- Monthly video performance meetings, a team of subject-matter experts, a custom inbox to communicate with our team, a dedicated project manager, and a 24/7 data dashboard.
- After 90 days, we will use the gathered data and insights to refine targeting and strategy for even stronger long-term results.

(Optional) Add on advanced conversion goal tracking setup, Google Tag Manager, Microsoft Clarity, and/or other tracking tools for an additional one-time investment of \$1,500.



Meta Advertising

\$1,500/mo (3-Month Contract) + Ad Spend*

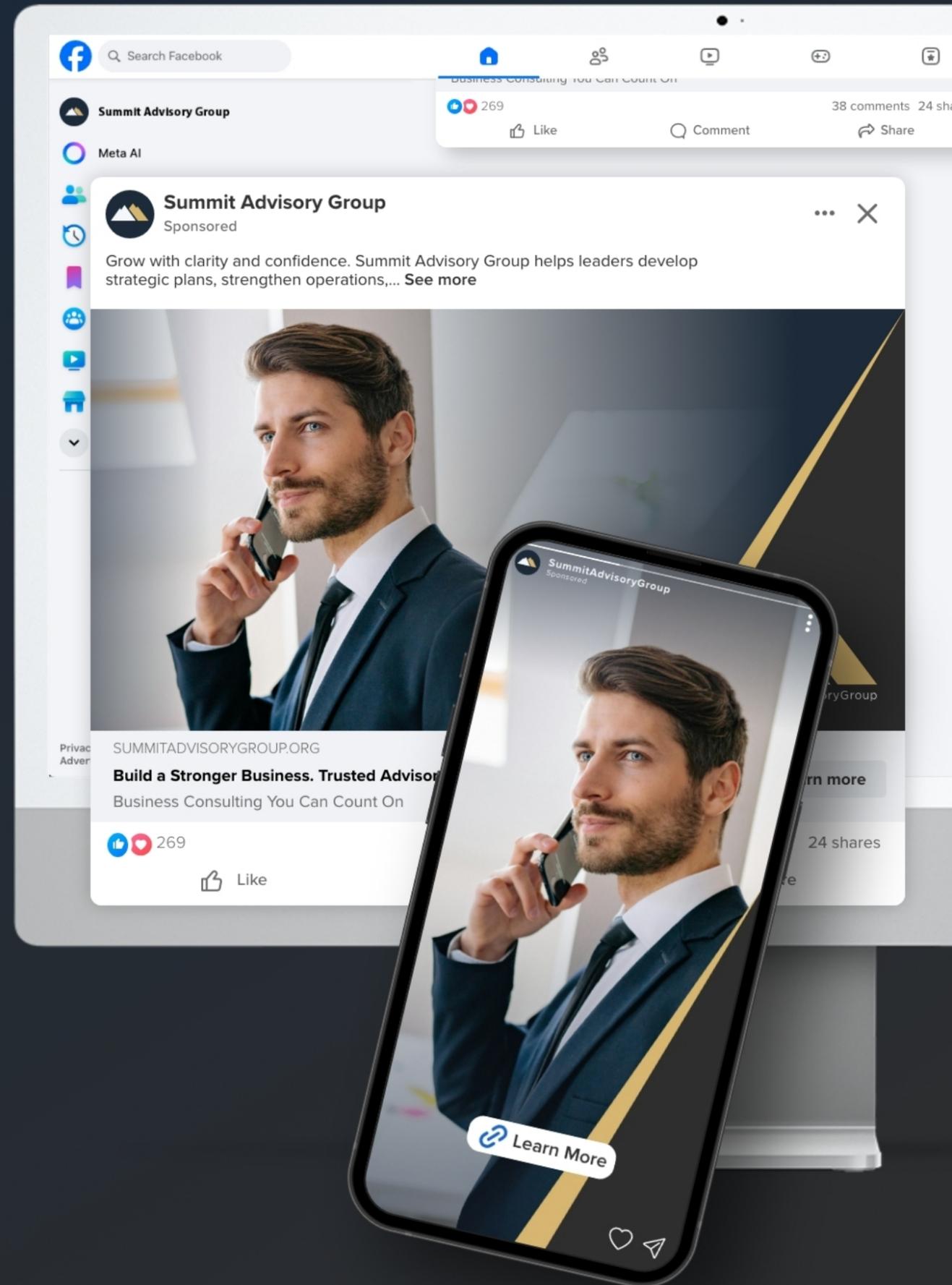
Connect with new audiences, grow your email list, and build engagement on social media.

**Please Note: Monthly management cost does not include ad spend. We recommend \$500-\$1,000 per month, paid directly to Meta.*

WHAT'S INCLUDED

- Dynamic ad campaigns designed for lead generation, traffic, and conversions.
- Optimized audience targeting and segmentation handled by our team.
- A/B testing to keep content fresh and engaging.
- Professional ad copywriting and graphic design for all campaigns.
- Monthly video performance meetings, a team of subject-matter experts, a custom inbox to communicate with our team, a dedicated project manager, and a 24/7 data dashboard.
- After 90 days, we will use the gathered data and insights to refine targeting and strategy for even stronger long-term results.

(Optional) Add on advanced conversion goal tracking setup through Meta Pixel for an additional one-time investment of \$1,500.



Social Media Management

\$1,500/mo

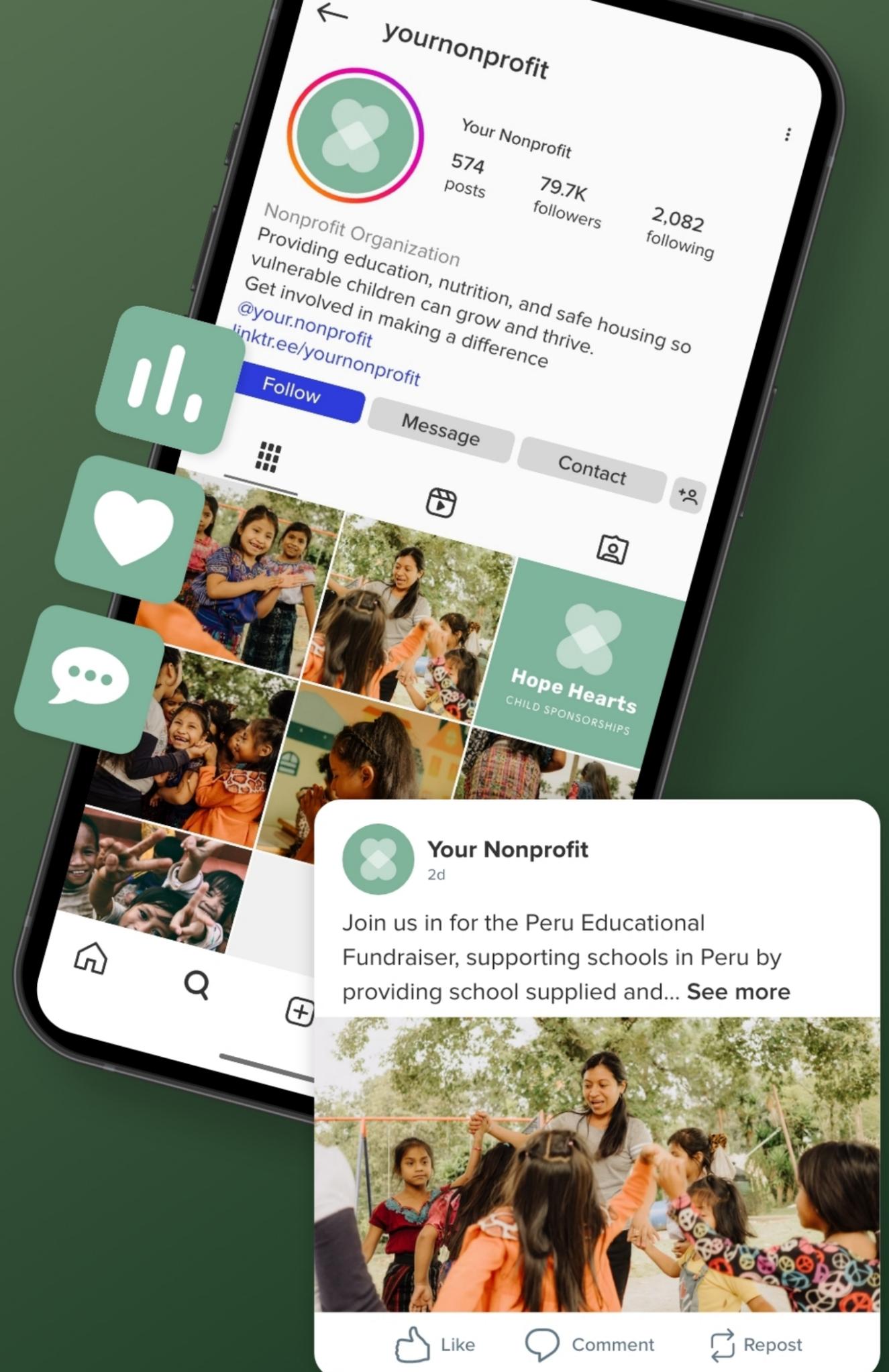
Build authentic connections and grow your presence where your audience already spends time.

WHAT'S INCLUDED

- 12 branded image posts per month across your chosen platforms; each post approved by your team before it goes live.
- Content planned one month in advance to ensure smooth and stress-free scheduling.
- Professionally written captions and visuals.
- Monthly video performance meetings, a team of social media experts, a custom inbox to communicate with our team, a dedicated project manager, and a 24/7 data dashboard.

WORKFLOW

- Clients share ideas/events by the 1st of each month.
- We will have the posts ready for review by the 15th.
- You will have until the 25th to provide feedback. Approved posts will then be scheduled to go live in the next month.
- Unapproved posts can roll over into the next month — we'll never post without your approval.



Email Marketing

\$500/email + Ad Spend

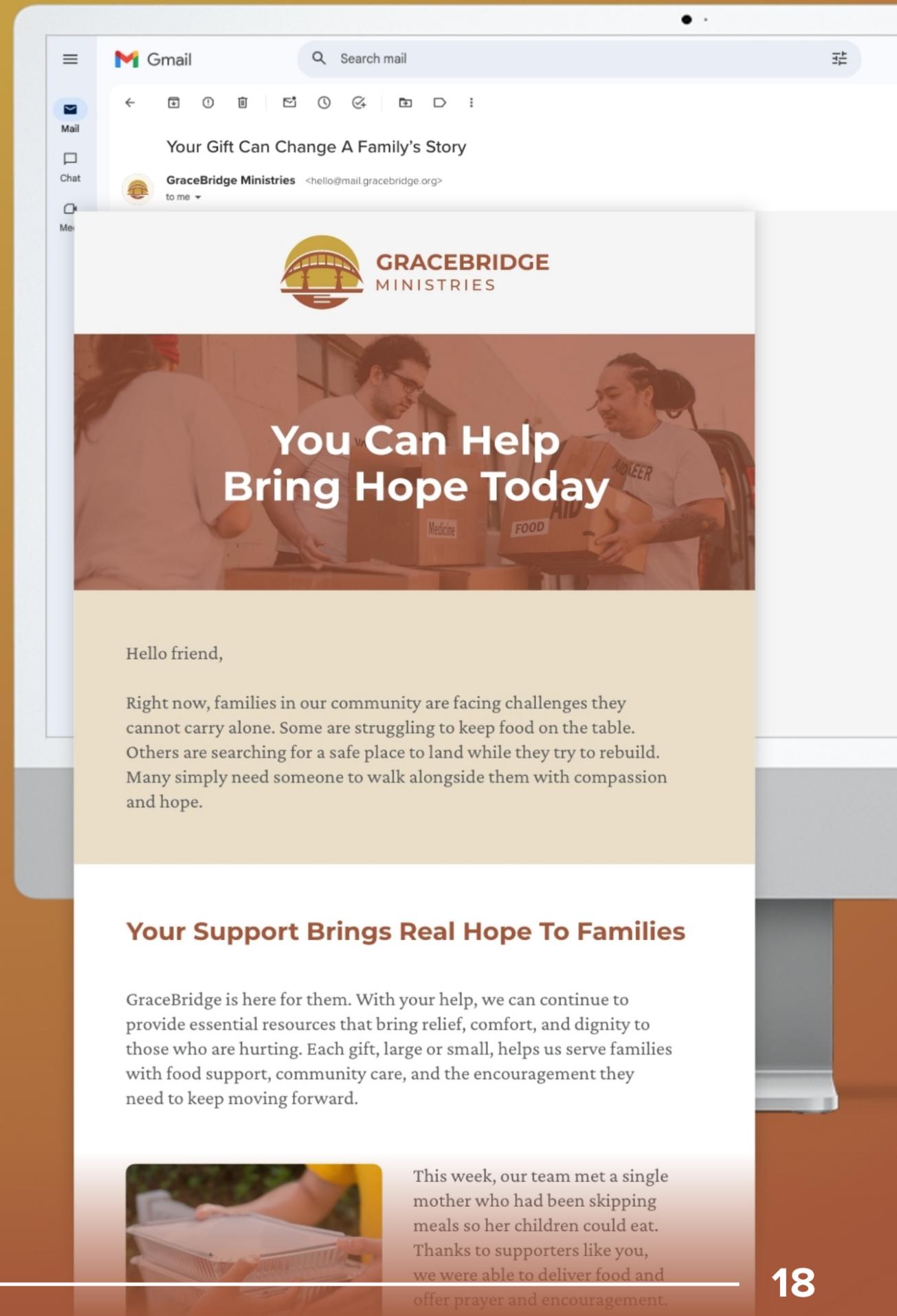
Stay connected, build loyalty, and inspire action through strategic, branded email campaigns.

WHAT'S INCLUDED

- Branded monthly emails with professional design and impactful copywriting.
- Optimized subject lines, calls-to-action, and send times for higher engagement.
- A/B testing to grow interest, increase open rates, and improve retention.
- Monthly video performance meetings, a team of email marketing experts, a custom inbox to communicate with our team, a dedicated project manager, and a 24/7 data dashboard.

WORKFLOW

- Clients share ideas/events by the 1st of each month.
- We will have the emails ready for review by the 15th.
- You will have until the 25th to provide feedback. Approved emails will then be scheduled to go out in the next month.



Content Writing

\$1,500/mo

Bring your message to life with professional, SEO-friendly writing that reflects your voice.

WHAT'S INCLUDED

- Conversion-driven content for websites, blogs, campaigns, and more.
- Alignment with approved brand voice, tone, and strategy.
- One round of content revisions per deliverable.
- Content calendar and approval workflow for timely delivery.
- Monthly content strategy meeting and dashboard access.
- Up to 1 long-form or 2 short-form pieces per month.
- Proofed, formatted copy ready for design or publication.



GraceBridgeMinistries Today, our volunteers packed over 150 meals for families facing food insecurity. Every box delivered is a reminder that hope grows when we serve together. Thank you for helping us show the love of Christ in simple, meaningful ways.

[#GraceBridgeMinistries](#) [#ServeWithLove](#)
[#CommunityCare](#) [#HopelnAction](#)



MARKETING SERVICES

DIRECT MAILING OPTIONS

Service	PWI Amount
4-Spread Brochure <i>(8 Pages - 8.5" x 5.5")</i>	\$2,000
External Envelope	\$375
Internal Giving Envelope	\$500
Remittance Card	\$500
Standard Postcard <i>(5.5" x 4.25")</i>	\$500

Direct Mail Options

Bring your message to life with professional, SEO-friendly writing that reflects your voice.

4-Spread Brochure - \$2,000

- 8 total pages (8.5" x 5.5"), including the cover and back; assumes client provides most content and brand assets.

External Envelope - \$375

- Simple layout, with logo placement and address field on any standard-size envelope.

Internal Giving Envelope - \$500

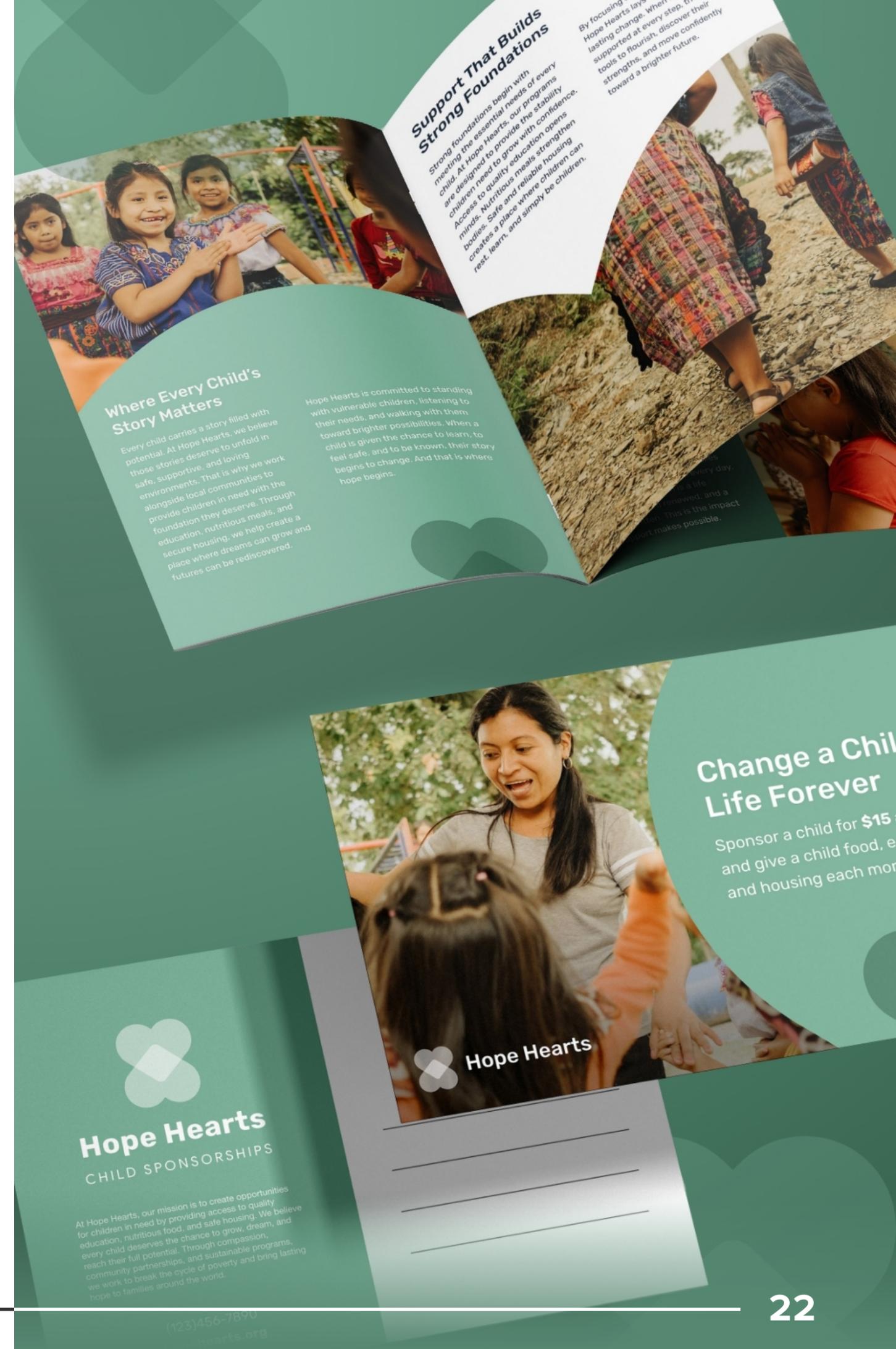
- Slightly more complex due to internal form layout and readability considerations.

Remittance Card - \$500

- Thoughtful layout of giving tiers, form fields, and readability testing for print.

Standard Postcard - \$500

- Standard-size (5.5" x 4.25") postcard design with selected or sourced imagery, headline design, and brief text layout.



CONSULTING SERVICES OVERVIEW

Service	PWI Amount
Strategy Retainer	\$2,500/mo
Donor Strategy Audit & Discovery	\$5,000 + Travel/Expenses
Messaging Day Workshop	\$5,000 + Travel/Expenses
Fundraising Plan Creation	\$5,000 + Travel/Expenses
Communications & Marketing Plan	\$10,000 + Travel/Expenses
Strategy Development	\$10,000 + Travel/Expenses

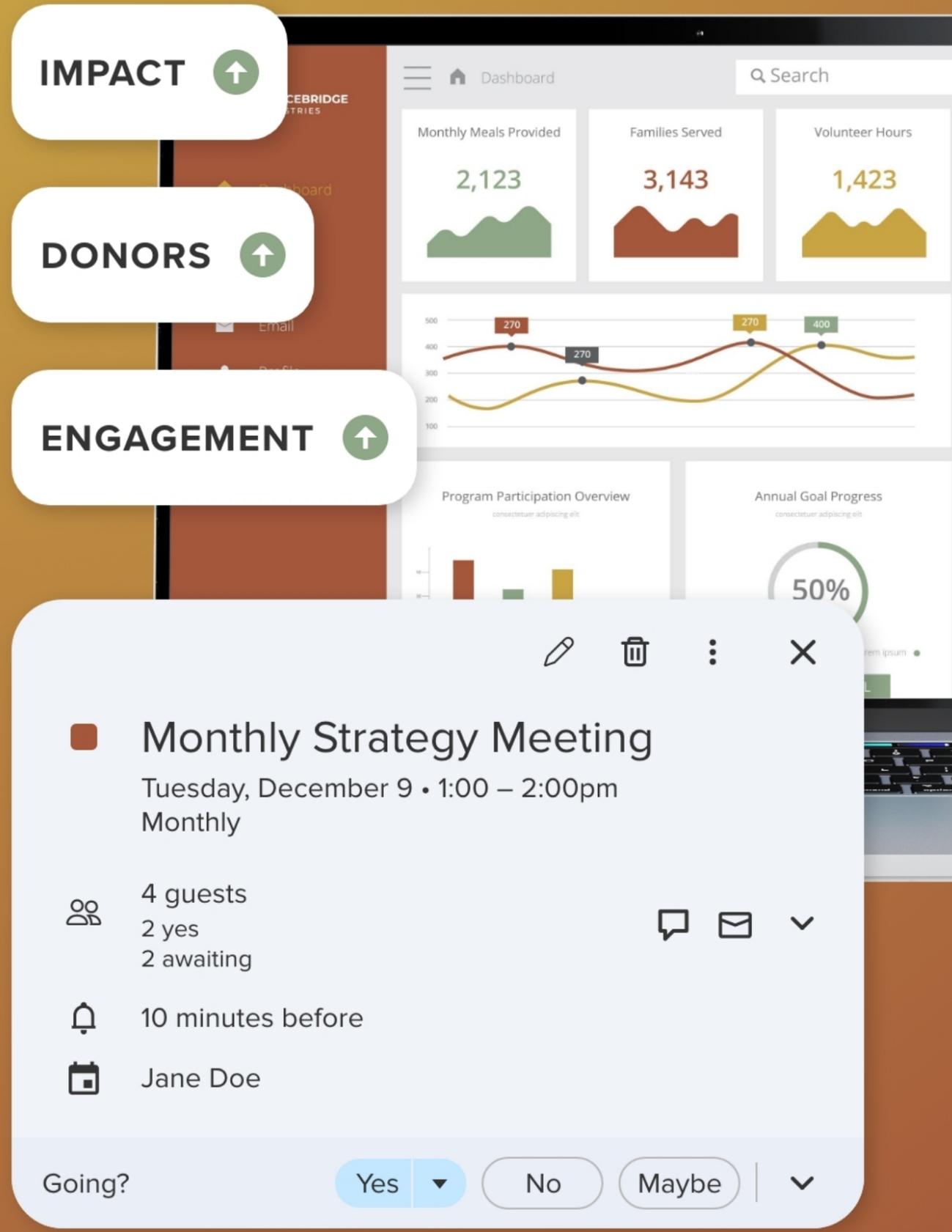
Strategy Retainer

\$2,500/mo

Ideal for organizations that need continuous oversight of marketing direction without hiring a full-time strategist.

WHAT'S INCLUDED

- Monthly strategy and planning meetings.
- Access to strategic review of campaigns, fundraising, or communications.
- Priority input on marketing initiatives, launches, and content.
- Recommendations on budget allocation, tools, and partner coordination.
- Monthly strategy roadmap and written recommendations.
- Quarterly review presentation with actionable priorities.



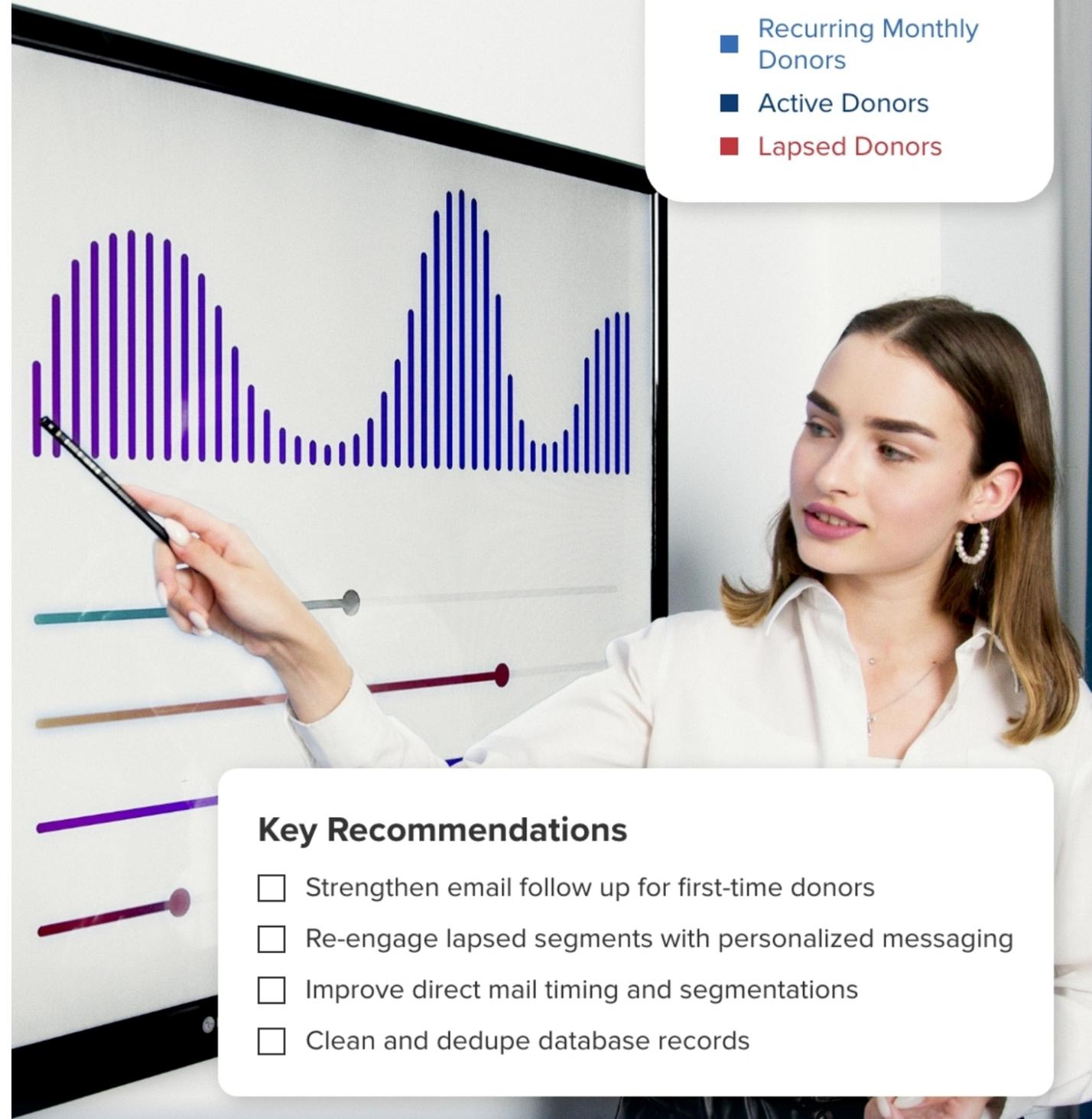
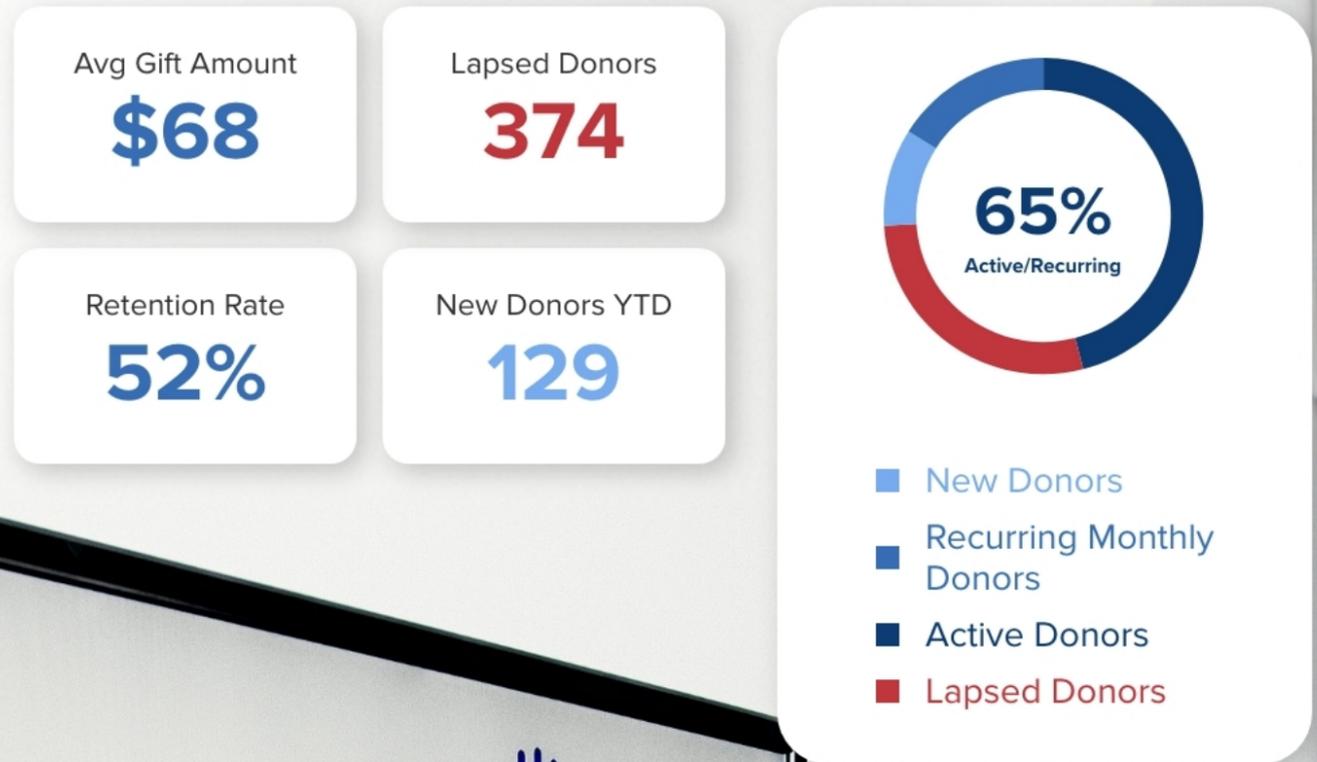
Donor Strategy Audit & Discovery

\$5,000 + Travel Time/Expenses

Takes a close look at your donor relationships and communication to celebrate what's working and guide your next steps for growth.

WHAT'S INCLUDED

- Review segmentation, giving trends, retention, and data accuracy. Identify missed opportunities and lapsed donor groups.
- Analyze past campaigns, messaging, targeting, frequency, and ROI. Identify design, audience, and timing improvements.
- Review how mail, digital, and email efforts work together—or compete.
- Deliver a prioritized plan for improving donor engagement, data use, and channel effectiveness.
- 60-minute strategy session to walk through findings and define next actions.



Messaging Day Workshop

\$5,000 + Travel Time/Expenses

Clarifies the organization's voice and audience messaging through a StoryBrand framework. Aligns communication across web, email, and social content.

WHAT'S INCLUDED

- Clarify your message with a guided StoryBrand framework that helps your organization communicate with confidence and consistency.
- Identify your core audiences and refine how you speak to each one across digital and print channels.
- Align your communication strategy so your website, emails, and social media all tell the same clear, compelling story.
- Participate in a collaborative StoryBrand Messaging Session, held in-person or virtually, led by experienced facilitators.
- Receive a custom Messaging Guide within two weeks—ready to inform your web content, emails, social posts, and print materials.
- Empower your team with practical tools and shared language to ensure your message stays strong and unified moving forward.

One Clear Message Across Every Channel



Fundraising Plan Creation

\$5,000 + Travel Time/Expenses

Turns fundraising uncertainty into a clear, actionable system. Unites your team around shared goals, strong messaging, and lasting growth.

WHAT'S INCLUDED

- Set clear goals for six-month fundraising success with measurable metrics and donor targets.
- Design a focused fundraising strategy built around the most effective channels and tactics.
- Develop a strong messaging framework with a StoryBrand map, donor personas, and a clear call to action.
- Audit and strengthen key channels including website, email, social media, and donor outreach.
- Explore new opportunities like crowdfunding, peer-to-peer campaigns, and corporate partnerships.
- Establish reporting systems with KPIs, weekly scorecards, and a visual fundraising dashboard.
- Equip your team for success through a guided training session and detailed documentation for ongoing use.



\$250K

6-Month
Fundraising Goal

Key Metrics

- New Donors
- Recurring Gifts
- Retention

Planning

Launch

Optimize

Review

Communications & Marketing Plan

\$10,000 + Travel Time/Expenses

Builds a clear, actionable roadmap to align your goals, messaging, and audience strategy for greater impact and measurable results.

WHAT'S INCLUDED

- Clarify purpose and goals to ensure alignment with your mission and define what success looks like—whether it's awareness, engagement, or growth.
- Identify key audiences by segmenting donors, partners, and communities, and understanding their motivations and needs.
- Refine brand voice and messaging to create unified language, talking points, and positioning.
- Audit current marketing channels to evaluate performance, consistency, and return on investment.
- Develop a clear marketing and communications strategy with 1–3 year goals and actionable 6–12 month objectives.
- Build tactical action plans outlining deliverables, timelines, and roles across key areas like social, email, SEO, and PR.
- Align with your budget and capacity, providing practical recommendations, review timelines, and success metrics for measuring and refining results.

Execution Roadmap

- Social Media
- Website and SEO
- Email Marketing
- Advertising
- Internal Communications

Purpose & Goals

- Mission-Aligned Marketing Goals
- Clear Definition of Success
- Focus on Awareness, Engagement, & Conversion

Establish Brand Voice

“GraceBridge communicates with calm **compassion** and **clarity**, offering **steady** support and **practical** guidance to families when it matters most.”

Strategic Plan Development

\$10,000 + Travel Time/Expenses

Helps your organization define a clear path from vision to action. Aligns your team around shared goals and creates a focused plan for achieving lasting impact.

WHAT'S INCLUDED

- Meeting to understand your current situation, future goals, and team structure.
- Review of your organization's vision, mission, and values to ensure a unified foundation for planning.
- Define Critical Success Factors (CSFs)—the key focus areas that will guide strategy and assign ownership for accountability.
- Conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and threats through team input and collaborative discussion.
- Establish long-term (5-year) and short-term (1–2 year) objectives with clear timelines, responsibilities, and success measures.
- Develop detailed action plans for the next 6–12 months to bring objectives to life, aligned with budget and staffing resources.
- Finalize, approve, and implement the plan, integrating it into leadership reviews and performance tracking for lasting impact.

SWOT Insights - Hope Hearts

Strengths

Strong Community Partners
Clear Mission Focus

Opportunities

Donor Engagement Growth
Recurring Giving Expansion

Weaknesses

Inconsistent Marketing
Limited Data Capacity

Threats

Economic Uncertainty
Donor Competition



PROJECTWORLDIMPACT

We're Excited to Start Working With You

Thank you for considering our services. We look forward to the possibility of working together and building a productive, long-term collaboration.
