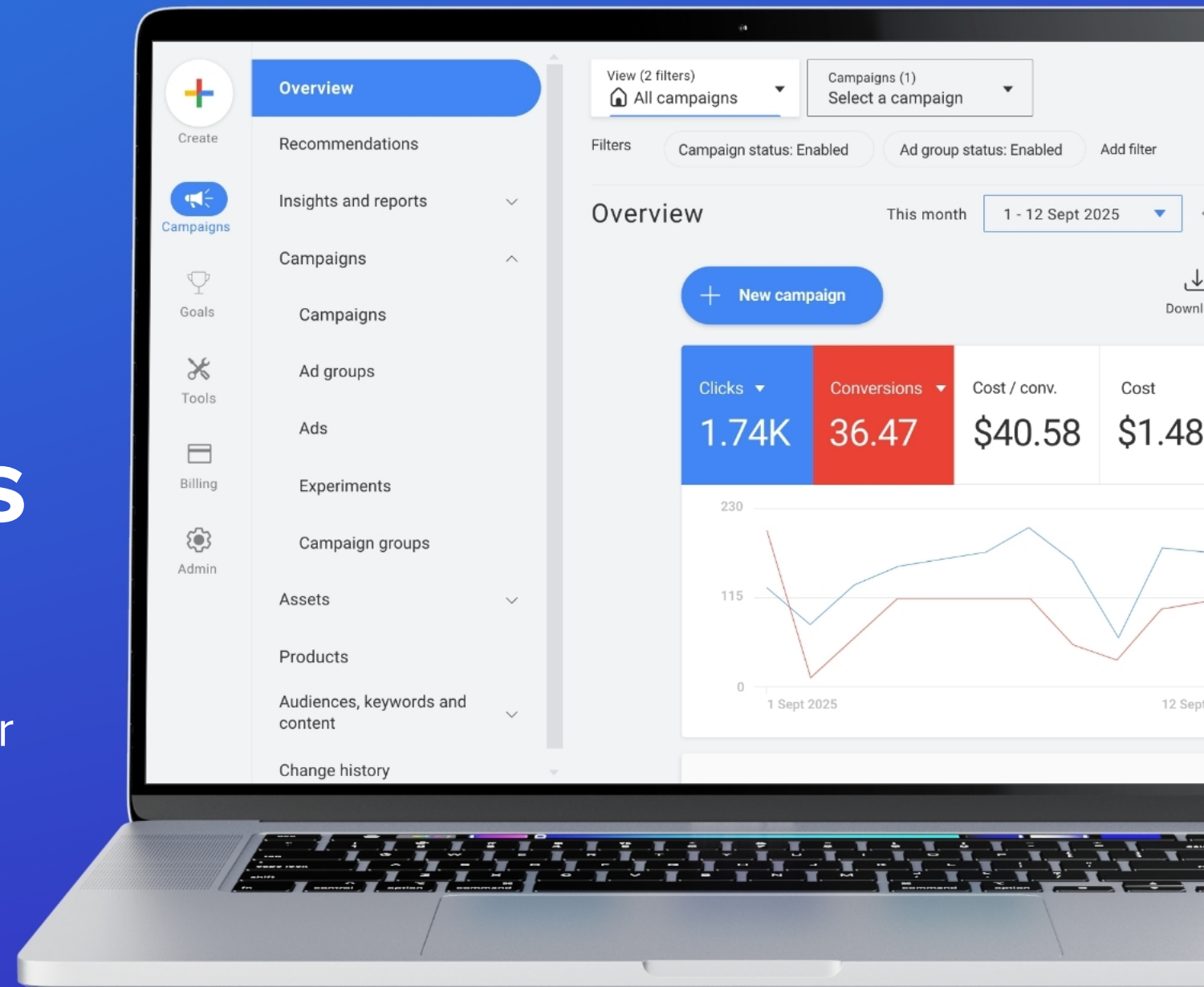




PROJECTWORLDIMPACT

# We're Here to Take Your Marketing Efforts to the Next Level.

We help you streamline marketing and grow your business with consistent strategy, branding, and online presence.



# Google 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.

[Get Started](#)

*(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 result for 'Sponsor a Child'. At the top, the Google logo is on the left, and a search bar contains the text 'Sponsor a Child'. Below the search bar are navigation tabs for 'All', 'Images', 'Short videos', 'Videos', 'Forums', 'News', 'Shopping', and 'More'. The main content area is labeled 'Sponsored' and features a card for 'Your Nonprofit' with the URL 'www.yournonprofit.org/sponsor'. The card includes a green logo, the text 'Sponsor a Child', and a description: 'Your Nonprofit — Select a **child** to **sponsor** and start a lifelong friendship where you can see them grow. **Sponsor a child** today.' To the right of the text is a photo of a woman hugging a young girl. Below the main text are links for 'Child Sponsorship Program', 'Find A Child To Sponsor', and 'Donate \$15 Monthly'. Below the main card are two smaller ad cards. The first ad card has the URL 'www.yournonprofit.org/sponsor' and the headline 'Make a Difference with Your Gift'. The text below reads: '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.' At the bottom of this card are three buttons: 'Join As A Volunteer', 'Outreach Programs', and 'Giving Opportunities'. The second ad card also has the URL 'www.yournonprofit.org/sponsor' and the headline 'Sponsor a Child Today | Change a Life for Just \$15/Month'. The text below reads: 'Make a lasting difference in a child's life. Your sponsorship provides food, education, and hope. 100% nonprofit. Safe, simple, and impactful.' At the bottom of this card is a button that says 'Find A Child To Sponsor'.

# Google Ads Management

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

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

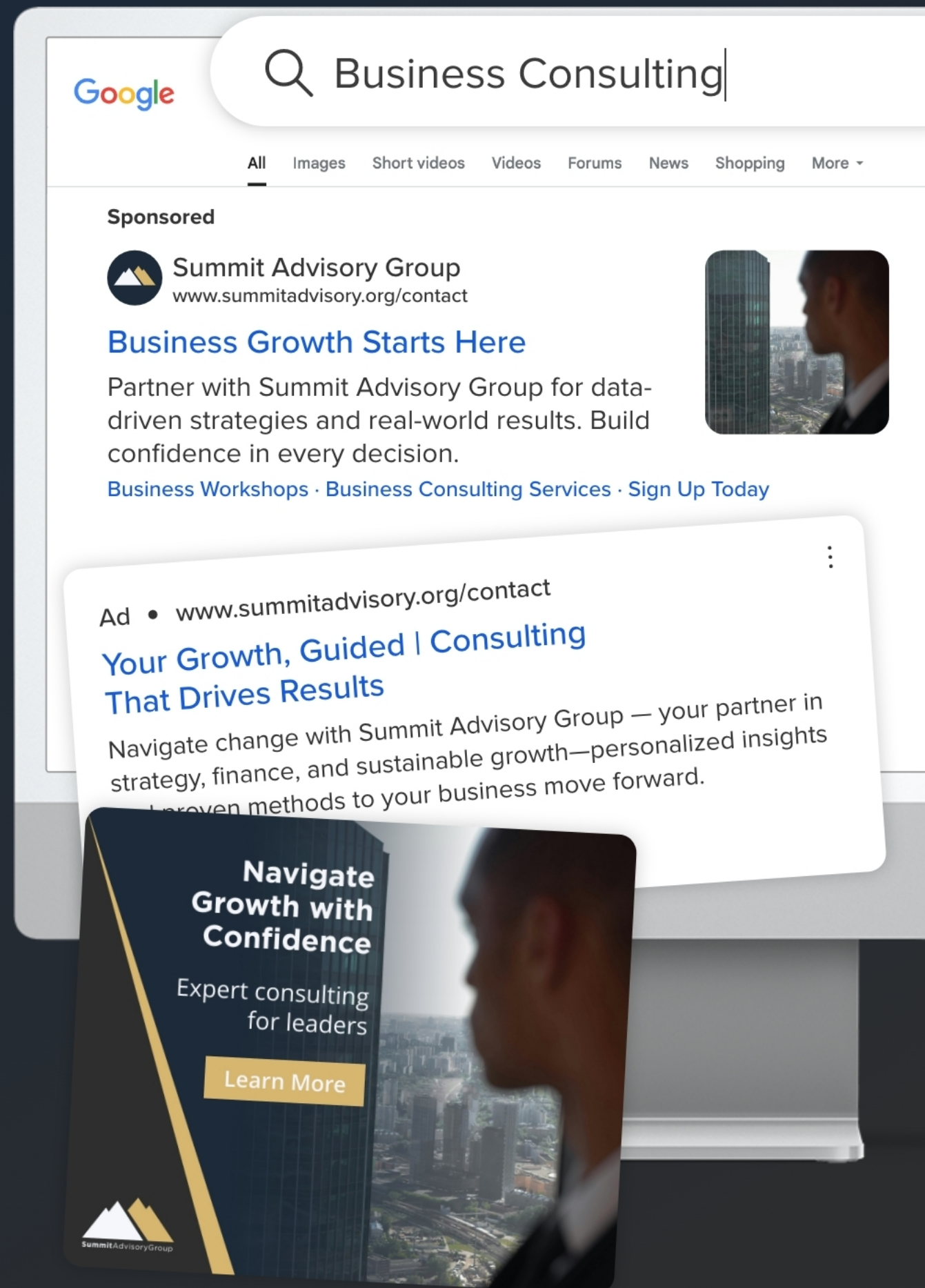
*\*Please Note: Monthly management cost does not include ad spend. We recommend \$500-\$1,000 per month, paid directly to Google.*

## 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.

**Get Started**

*(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 Ads Management

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

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

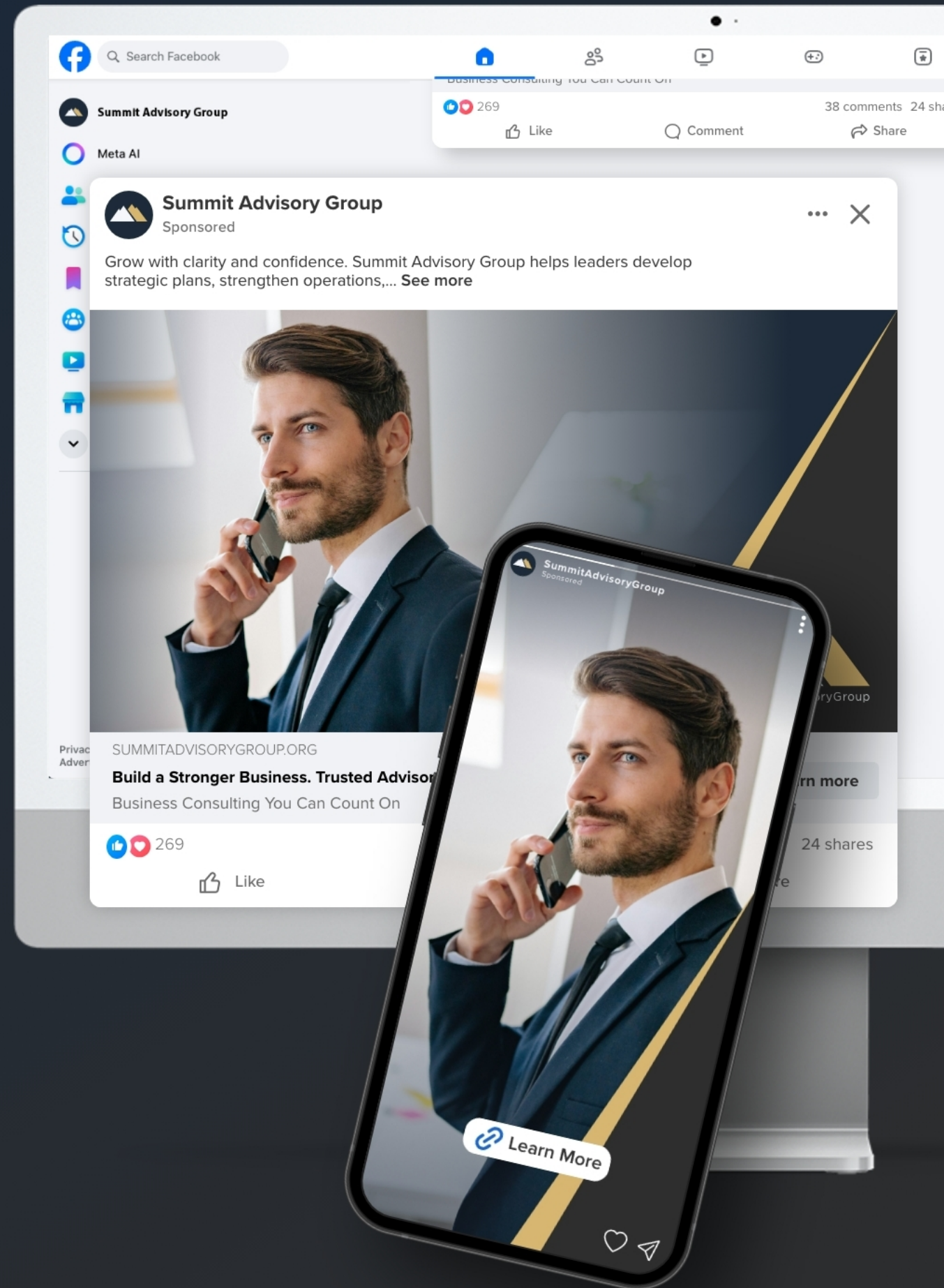
*\*Please Note: Monthly management cost does not include ad spend. We recommend \$500-\$1,000 per month, paid directly to Meta.*

## 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.

**Get Started**

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



# 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.

**Get Started**



# 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.

Get Started





# Social Media Management

\$1,500/mo

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

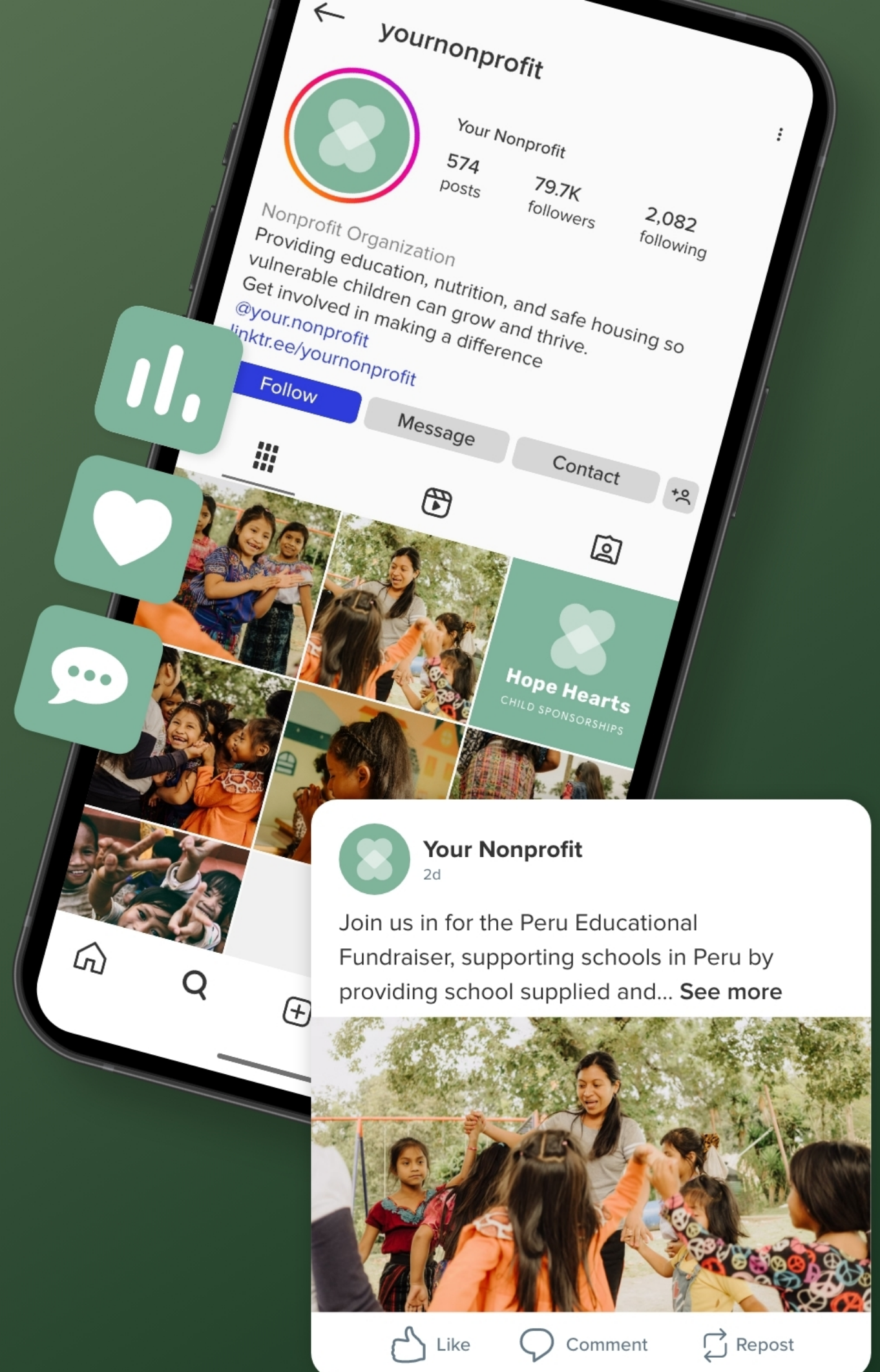
## WHAT'S INCLUDED

- 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.

[Get Started](#)





PROJECTWORLDIMPACT

# We're Excited to Start Working With You

Thank you for trusting us with your marketing needs. Our team can't wait to help your message reach more people and make a greater impact. If you have any questions or need support, just reach out to [marketing@projectworldimpact.com](mailto:marketing@projectworldimpact.com).

We're here to help!