



Amplify the voice of your
nonprofit in the digital
landscape.

Work with Broad Oaks
Consulting to educate, inspire,
and connect with your
community through expertly
crafted copywriting.

Ready to tell your story?

BOOK A CALL WITH US
TO LEARN MORE.



COPYWRITING THAT BLOOMS

Social Media Posts

- Social Media Captions* – \$437 per channel
 - 25 posts/month** (per platform)
 - brand awareness
 - mission-aligned
 - compelling for audiences

*INCLUDES COPYWRITING ONLY,
ASSETS PROVIDED BY CLIENT IN
ALIGNMENT WITH CONTENT SHARING
CALENDAR

**3 MONTH, 1 CHANNEL MINIMUM



Email Content

- Monthly E-Newsletters*
 - singles – \$288
 - pack of 3 – \$846
 - pack of 6 – \$1,692
 - pack of 12 – \$3,378
- Fundraising Email Sequence – \$594
 - standard campaign sequence = 4 appeals + one gift acknowledgment email

*INCLUDES COPYWRITING FOR 4 SECTIONS PER NEWSLETTER; COLLABORATIVE CONTENT SHARING CALENDAR IS DETERMINED AT PROJECT INCEPTION



Stakeholder Communications & Fundraising Copywriting*

- Flyers/Brochures –\$173
- Press Releases – \$330
- Lead Magnets – \$858
- Campaign Appeal Letter – \$650
 - \$3,100 for 5 campaigns packages

*GRAPHIC DESIGN FOR FUNDRAISING
CONTENT AVAILABLE STARTING AT \$100
PER PROJECT; QUOTED AND APPROVED
AT PROJECT INCEPTION



Blog Posts

- Pick One for \$1,250:
 - Four 500-word Blogs
 - One 2,000-word Blog
- Expert categories include: education, literacy, fundraising, leadership, equine-assisted programs, adults with disabilities, nonprofits
- Additional Topic and Audience Research starting at \$90 per blog

*BLOG WRITING INCLUDES A
RECOMMENDED POSTING SCHEDULE;
VARYING LEVELS OF DONE FOR YOU
SERVICE AVAILABLE



PREMIUM OFFERS

Blossom Your Brand

Like selecting the right plants for the right soil, we'll lay a 3-month foundation for your fundraising communications.

- Let us cultivate a thriving community through 3 monthly e-newsletters, 3 months of social media captions, and 3 expert blogs.
- This DIY package offers copywriting only so you can implement content and strategy, then watch your story sow seeds of inspiration.

\$2,946



Seeds for Social Starter

Give your social media the sunlight it needs so your story gets the attention it deserves.

- This package nurtures your brand's digital garden with engaging content focused on growth.
- Tailored to your mission, you'll get 3 months of caption writing for up to 3 social media channels, done for you – scheduled/published.

\$4,000



Planting Purposeful Prose

Plant your fundraising communications in donor-centered language and start spreading your roots for increased revenue.

- Through five seasonal email sequences, we send four thoughtfully crafted appeals to plant the seeds of interest and engagement, followed by a gift acknowledgment to nurture and steward your donor relationships.
- Complement your digital efforts of each campaign with a personalized direct mail letter and designed reply form.
- Reinforce your message while adding a personal touch to help your brand stand out in a crowded fundraising landscape. Use your preferred printer or get a quote from our recommended partner.

\$5,767

***special offer: 5% discount on package valued at \$6,070**