

NON PROFIT MARKETING

scope of work

- Creating and launching the museum's website (updated an old, non functioning website)
 - Building membership program and increasing membership and donors by 10x
 - Developing systems for operations and communication
 - Designing rack cards, brochures, and print collateral
 - Writing copy for and designing event marketing materials
 - Writing press releases and media outreach
 - Creating social media content to grow visibility
 - Managing advertising and promotional campaigns
 - Supporting fundraising efforts through campaigns and appeals
 - Establishing brand consistency across all platforms
 - Coordinating community engagement and public programs
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