



Moxie Design Co. specializes in communications design for print and digital media outlets. We employ a fierce entourage of storytellers, brand strategists, and creative experts with just the right combination of passion and punch to deliver dynamic, engaging communications.

## MOXIE CREATIVE COMMUNICATION SOLUTIONS

### GRAPHIC DESIGN

Brand and identity  
Brand usage manuals  
Business collateral  
Presentation graphics  
Website, social media, and email graphics  
Infographics and icons  
Client training on proper image file usage

### PRINT + PUBLICATION SERVICES

Typesetting  
Publications design  
Book, catalogue, and manual production

### CONTENT DEVELOPMENT

Copywriting  
Copyediting  
Proofreading  
Photography and photo editing

### WEBSITE DESIGN + DEVELOPMENT

Custom site design and layout  
Mobile-friendly websites  
Content Support  
Ecommerce  
Blogging  
Technical support  
Search Engine Optimization (SEO)  
Content Management System (CMS) and website builder platform training

### MARKETING STRATEGY + MATERIALS

Press releases  
Campaign planning  
Print, online, and mobile ad placement  
Newsletter and email campaigns  
Brochure and flyer development  
Point-of-sale signage  
Tradeshaw and event displays  
Billboards and bus boards  
Branded products and wearables

### NON-PROFIT MARKETING

Annual reports  
Training manuals  
Newsletters  
Fundraising materials  
Annual appeals  
Greeting and Thank You cards  
Point-of-Sale and Display graphics  
Workshop, Annual Meeting, and other event materials:

- Event logos
- Invitations
- Websites
- On-site signage
- Powerpoint presentations
- Advertising materials
- Flyers

See reverse for information on non-profit marketing



## BIG IMPACT, FOR BIG CAUSES WITH SMALL-ISH BUDGETS

### ABOUT MOXIE

Moxie Design Co. specializes in communications design for print and digital media outlets. We employ a fierce entourage of storytellers, brand strategists, and creative experts with just the right combination of passion and punch to deliver dynamic, engaging communications.

Moxie communications solutions include:

- Graphic Design
- Content Development
- Website design and development
- Print and publication services
- Marketing strategy and materials

### SOCIAL IMPACT PROGRAM

Moxie wants to help non-profit organizations in their efforts to improve the health and wealth of our community.

With smaller marketing budgets and staffing limitations in mind, Moxie will offer a “2-for-1” deal for qualifying NFPs that wish to participate in the **Social Impact Program**.

However big or small your budget may be, and whether your need is a single project or a comprehensive suite of graphics and marketing materials, Moxie will match your budget and donate back an equal value of work. Let Moxie help your organization achieve your communications goals and save you hours of staff time so that you can get to back to what you do best to enrich our community.

Does your organization have an annual marketing plan? Awesome... we can use that to guide which activities to focus on, and when. Don't have an annual marketing plan? We can help you with that too. And we can help you brainstorm your “if we had the time and money” wish list so that when you don't have an immediate need, we can start checking off some of the things that keep getting moved to the backburner... like updating the annual report template or replacing the outdated logo in your email signature. 😊

### HOW THE PROGRAM WORKS

We will work together to come up with a one-time, or monthly budget that works for you. It can be \$50 or \$500... you name it. Whatever you decide, Moxie will donate back an equal value of work.

For example, say you can allocate \$200/month towards your communications strategy. Moxie will donate back an equivalent \$200 in work, giving you a monthly communications package valued at \$400.

Here is an example of what a \$400 package could include:

- A new Powerpoint presentation
- 2 workshop fliers
- An event logo
- Website announcements/updates for the month

And there's still some time leftover to update business cards, create social media graphics, or take photos of an event.

Have \$100? Here's what a \$200 package could look like:

- 2 workshop fliers
- Website announcements/updates for the month
- Social media graphics for 2 events/announcements

Moxie will deliver a suite of high-quality, professional, stunning graphics be used across a variety of media and projects, and training on how to use those graphics to engage constituents and catch the attention of potential donors that want to serve your organization.

[See reverse for full listing of services](#)