



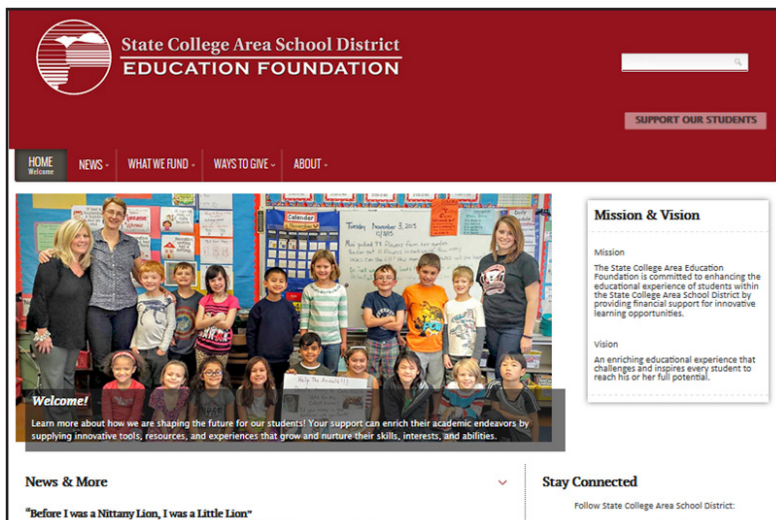
Websites

THE HUB OF YOUR COMMUNITY

Affinity Connection crafts messages that resonate with your key stakeholder groups through a creative discovery process to identify your project objectives and how they fit into your overall goals to generate messages and images that are effective. All of our communications are based on a creative brief to provide editorial direction for your project.

Website

- Needs assessment for capability, design and art direction
- Custom content development with copywriting and layout into selected design template
- Database and donor systems integration including searchable directory, online donation
- options and dynamic honor roll of donors
- Content Management Systems
- Ongoing regular updates to keep your website fresh and meaningful
- Integration with social media accounts
- Updatable profiles for members' contact and bio information including user generated
- content capability for uploading photos and news
- Email and search engine marketing
- Monthly site analytic reports
- Robust platform with integrated email marketing
- Secure password protected online community



Description

One-time Set Up Fee

Cost

\$1,000

Monthly Hosting/Maintenance & eletter communication creation/distribution

\$250



Monthly eLetters

- Frequent and consistent marketing to drive readers back to your website
- One-to-one data driven copy, targeting based on donor history, age range, etc.
- Custom content development including collection, copyediting and formatting
- Layout in a customized mobile-responsive email template with your colors and logo
- featuring photos, events & news
- Procurement and packaging of user-generated content
- Bounceback tracking
- Marketing analytics to measure results, metrics of open rates and click throughs