

Services for Non-Profits and Charities

With a Bachelor of Social Sciences from the University of Ottawa, and Honours in the Fundraising Management Program from Algonquin College, plus more than 20-years high-level administrative experience, I offer a range of specialized services to help non-profits and charities succeed. Here's how I can support your organization:

1. Website Development and Maintenance

I create and maintain websites that enhance donor engagement and support your mission. Services include:

- User-friendly design and navigation. E.g., Wix Studio and traditional Wix, WordPress, Shopify.
- Donation platform integration. Private and non-private groups and forums, membership set-up.
- SEO optimization for improved visibility.

2. Digital Fundraising Campaigns

Boost your fundraising efforts with strategic online campaigns, including:

- Full design and management of digital fundraising platforms.
- Targeted email marketing and social media ad campaigns.
- Performance tracking and donor engagement reporting.

3. Content Creation for Awareness Campaigns

I develop compelling digital content to increase visibility and engagement:

- Blog posts, newsletters, flipbooks, webinar/conference, event promotion, social media content. Conference program design.

4. Grant Writing and Research

Secure funding by tapping into my grant writing and research expertise:

- Persuasive grant proposal writing.
- Researching grant opportunities aligned with your organization.

5. Program Evaluation and Impact Reporting

Measure and report on the success of your programs with:

- Program evaluations and impact assessments.
- Clear reports and data visualizations for stakeholders.

6. Social Media Management and Strategy

Build your online presence and engage your audience through:

- Social media management for campaigns, events, and fundraising.
- Content creation and scheduling across multiple platforms.

7. Communications and Marketing Campaigns

I help amplify your message with targeted communications and marketing strategies, including:

- Developing and executing marketing campaigns that resonate with your audience.
- Creating cohesive messaging across social media, email, and web platforms.

8. Data Analysis and Impact Reporting

Showcase your impact effectively with:

- Surveys, Data collection, analysis, and reporting on programs and services.
- Visual data reports and infographics to highlight key results.

9. Volunteer Management System Setup

Streamline your volunteer program through:

- Volunteer management system implementation.
- Custom volunteer sign-up, tracking, and reporting portals.

With my background in communications, fundraising, and web development, I can help elevate your non-profit's digital presence, marketing efforts, and program impact. Let's collaborate to achieve your organization's goals!

