

Drive Your Donors Today - Not-for-Profit Product Pricing (3 Month Commitment)

Services:	Standard	Plus	Premium	What is Included:	PESO:
Strategic Marketing Communications Plan	✓	✓	✓	30(60)90 Day Written Plan with Editorial Calendar	Owned
Coordination Meetings (In-person in St. Louis, otherwise through Zoom meeting)	✓	✓	✓	Standard - 1 per 3 months; Plus - 1 per month; Premium - Unlimited	N/A
Press Releases	✓	✓	✓	Standard - 2 Press Releases (For example launch of donor campaign, new website, promotion of employee, outreach, etc.); Plus - 3 Press Releases with Cision PR distribution; Premium - 3 Press Releases or Award Nominations (if applicable)	Owned
Media Relations	✓	✓	✓	Digital, Print, Reporter and Blogger Outreach, Cision PR, Television, Radio	Earned
Social Media Training	----	✓	✓	Plus - LinkedIn and Facebook training for internal staff; Premium - In addition to LinkedIn and/or Facebook training, AMM Communications will assist with social media sharing through its social networks.	Shared
Reputation Management	----	✓	✓	Social Media Monitoring and Positive Press Releases/Social Media Posts. Pre-planning and editorial calendar for positive press.	Shared
Crisis Communications	----	----	✓	Unlimited access to AMM Communications for crisis planning, which includes Talking Points and Media Training.	Owned
Google or Facebook Ads	----	----	✓	Ad fees are responsibility of the customer. Create, manage, and optimize an unlimited number of campaigns.	Paid
Three Payments (Beginning of the month)	3 x \$2,000 = \$6,000	3 x \$3,000 = \$9,000	3 x \$5,000 = \$15,000	Visa, Mastercard, American Express, and Discover	
Anytime Price (Payment in full, upon signing agreement)	\$5,500	\$8,000	\$13,500	Processing through Stripe.com	

Contact Us Today!

Drive your sales. Communicate better. Hire well.

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