





Drive Your Donors Today Plans for Not-for-Profits

	Standard Plan	Plus Plan	Premium Plan	(3 month minimum commitment)	
Services:				What is Included:	PESO:
Strategic Marketing Communications Plan	✓	✓	✓	90-Day Strategic Marketing Communications Plan with Editorial Calendar	Owned
Coordination Meetings (In-person in St. Louis, otherwise through Zoom meeting)	✓	✓	✓	Standard - 1 meeting every 3 months; Plus - 1 meeting per month; Premium - Unlimited	N/A
News Releases	✓	✓	✓	Standard - 2 News Releases (For example launch of donor campaign, new website, promotion of employee, outreach, etc.); Plus - 3 News Releases with Cision PR distribution; Premium - 3 News Releases or Award Nominations (if applicable)	Owned
Media Relations and Social Monitoring	✓	✓	✓	Digital, Print, Reporter and Blogger Outreach, Cision PR, Television, Radio. Identify speaking opportunities.	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
Per month fee	\$2,850	\$4,290	\$6,930	Credit Cards Accepted (secure processing through Stripe)	
3 Month Engagement Grand Total:	\$8,550	\$12,870	\$20,790	   	

Contact Us Today!

Drive Your Donors. Communicate Better.

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