

NONPROFITS

MARKETING &
COMMUNICATIONS
THAT HELP YOU
DO MORE



ABOUT VERASOLVE

For more than 15 years, Verasolve has partnered with nonprofits to provide cost-effective solutions that generate awareness and increase financial support. We focus on ***Building Stakeholder Value™***.

We offer customized services to fulfill your organization's unique branding, marketing, communications, and social media needs at one-quarter to one-third the cost of traditional options. Our virtual presence in your organization allows us to operate as part of your team without the pressure of a long-term contract. Our experience allows us to provide high-level strategic direction as well as hands-on implementation to meet your long- and short-term needs—and take your organization to the next level.



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“VERASOLVE WOULD BE AN ASSET TO ANY ORGANIZATION LOOKING TO EXPAND THEIR MARKETING, PUBLIC RELATIONS, DEVELOPMENT, AND SOCIAL MEDIA NEEDS AND I AM GRATEFUL FOR THEIR HARD WORK ON OUR BEHALF.”

—ROBIN KELLEHER, PRESIDENT & CEO, HOPE FOR THE WARRIORS

INCREASING VISIBILITY

Nonprofit service organizations and cause-based foundations have unique marketing, branding, and public relations requirements. Verasolve understands these needs and knows the importance of making a positive impact through enhanced relationships with current and prospective sponsors, volunteers, donors, and beneficiaries.

At Verasolve, we deliver measurable results that increase your organization's visibility and inspire your stakeholders to take action.

DISCOVERING VALUE

Your brand is a vital component of your organization's marketing and communications. Whether you're crafting a newsworthy brand story, launching a new donor program, re-evaluating an existing brand, or creating a new one, Verasolve works to uncover what motivates your stakeholders. We connect the dots from who you are to the specific groups that enable your success.

ACCOMPLISHING GOALS

Verasolve builds comprehensive and tailored strategies that help you do good and achieve your mission. Our full range of marketing and communications expertise includes:

- Messaging and storytelling
- Email, direct mail, and fundraising campaigns
- Media relations
- Stakeholder communications
- Event planning
- Content development
- Social media
- Website redesigns and more

Verasolve's team seamlessly integrates with your organization's structure and culture to implement the marketing and public relations strategies that help you do more.



AFFORDABLE SERVICES

As the premier provider of virtual marketing and communications services, Verasolve helps organizations enhance awareness, strengthen support, and increase stakeholder participation at a fraction of the cost of other solutions.

FLEXIBLE CONTRACT AGREEMENTS

We stand behind the value we provide and won't lock you into a long-term agreement.

EFFICIENT, EFFECTIVE RESULTS

Verasolve consistently delivers effective results. We are a virtual—but very visible—and indispensable part of your team.

COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by nonprofits. We help communicate your cause—to the right people, in the right way—so that you can focus on your mission and achieve your goals. We have a proven track record and are committed to helping you drive positive change.

OUR WORK

HOPE FOR THE WARRIORS

Objective

Hope For The Warriors, a national nonprofit that provides comprehensive support programs for post-9/11 service members, veterans, and military families, wanted to enhance brand awareness; share its brand story with current and prospective donors, corporate partners, and volunteers; promote a major fundraising event and achieve its end-of-year fundraising goals.

Solution

Verasolve provided strategic guidance and tactical execution for end-of-year mail fundraising campaigns designed to engage current and prospective donors and corporate partners by sharing personal stories of those helped by Hope For The Warriors' programs. The themed weekly emails not only educated readers about key aspects of the organization's mission and vision; they also inspired them to donate. Verasolve also helped Hope For The Warriors plan for and promote its annual "Got Heart, Give Hope" celebration, which recognized women who inspire through service.

RESULTS

Verasolve secured significant media coverage for Hope For The Warriors, including a two-segment feature on WJLA's Good Morning Washington (ABC7 in Washington, DC) and helped Hope For The Warriors exceed its end-of-year fundraising goals. "Verasolve enhanced our digital and offline presence and expanded our Hope For The Warriors brand recognition and awareness. Their expertise and guidance helped to better educate donors, corporate partners, and volunteers of our services for post-9/11 service members, their families, and families of the fallen," said Robin Kelleher, Hope For The Warriors' President and CEO.



OUR WORK

KARMA FOR CARA

Objective

Karma for Cara, a nonprofit that provides microgrants to youth who want to complete service projects in their communities, wanted to enhance awareness and expand the reach of its microgrant program to help more young people make a difference in their communities.

Solution

Verasolve developed a targeted local PR campaign designed to help Karma for Cara reach potential grantees. Our team built lists of local media outlets and pitched Karma for Cara's work to key journalists.

Verasolve also promoted Karma for Cara's annual fundraiser, A Night of Inspiration, which raised more than \$40,000 for microgrant recipients.



RESULTS

As a result of Verasolve's PR efforts, Karma for Cara increased the number of microgrants awarded and received a number of media placements in popular local media outlets:

- Nooga.com
- The Macon Telegraph
- The Chatanooga
- Chattanooga Times Free Press
- Lex 18 (Lexington, KY NBC station)



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