

# NEW HEIGHTS FOR YOUR ANNUAL FUND



## RAISING THE STANDARDS

The Advancement Group Annual Fund program equips your organization with the messaging, content and design that is authentic to you. It emphasizes your brand and mission and provides you with the platform needed to share your story and gain additional support. Donors desire to know that their gift has or will make an impact. Our Annual Fund program is designed to share your story through creative and impactful communication that influences, educates and inspires giving.

ANNUAL FUND MARKETING PLANS			
Creative concept, content creation, design and layout included in all plans			
	BASIC	PRO	PREMIER
<b>Appeal letter #1</b> · Envelope/carrier · Letter (2-4 pages) · Response device · Insert (up to 8.5x11) · #9 Remittance	✓	✓	✓
<b>Appeal letter #2</b> · Envelope/carrier · Letter (1 page) · Response device - 1/3 pg attachment · #9 Remittance	✓	✓	✓
<b>Postcard Appeal #1</b> · Up to 6x9 double panel postcard · QR code in lieu of response device and #9		✓	✓
<b>Postcard Appeal #2</b> · Up to 12/9 double panel postcard (folds to 6x9) · QR code in lieu of response device and #9			✓
<b>Themed Social Graphics</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Themed Website Banner Graphics</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>A La Carte</b> · Appeal #1 · Appeal #2 · Postcard #1 · Postcard #2 · Additional Appeals (to be created) · Up to #___ social graphics · Up to #___ website banner graphics			

Ask us about the cost to mail your Annual Fund

**CONTACT US TO REQUEST A QUOTE**

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