

# FIND YOUR MESSAGE TO MOVE HEARTS AND MINDS

Get to the core of your mission with communications experts at your side.



Whether you're raising money, rallying your community, or raising your voice—

## YOU NEED A MESSAGE THAT MOVES YOUR AUDIENCE TO ACTION.

Our communications team is ready to help clarify your vision, create communications that work, and empower your leadership and staff to communicate with confidence.



### Fundraising Communications

- Case Development
- Campaign Branding
- Donor Messaging
- Volunteer Activation
- Message Coaching & Training



### Creative Communications

- Presentation
- Print
- Video
- Digital
- Annual Reports



### Strategic Communications

- Visioning
- Brand Messaging
- Message Testing
- Communications Strategy
- Digital Donor Engagement



### SECTOR-EXPERTISE



ARTS & CULTURE



ASSOCIATIONS



CIVIC, PUBLIC AFFAIRS  
& RELIGION



ENVIRONMENTAL



HEALTHCARE



HIGHER EDUCATION



HUMAN SERVICES



INDEPENDENT SCHOOLS

## WE HELP OUR CLIENTS:

### Capture visionary ideas

Whether you are shaping your next strategic plan, preparing for your next campaign, or navigating an inflection point such as a leadership transition, you need a clear, compelling vision for what comes next—one that can mobilize your staff, donors, and community alike.

### Craft messages that move people

Our approach begins with a deep focus on messaging: distilling your most powerful ideas into clear, simple messages that your stakeholders can articulate in everything from donor conversations to formal proposals.

### Engage and energize stakeholders

Through deep collaboration with internal and community stakeholders, we craft messages that staff and volunteers can share from the heart in their own words, that are informed by the communities you serve, and that speak to donors' values.

### Support major gift cultivation

We work directly with development leaders and major gift officers to create functional pieces that support the deep, engaged conversations that drive major gift decisions—and that address donors' motivations and questions.

### Communicate across all channels

We partner with you to express your campaign, brand message or strategic vision with a thoughtful strategy that integrates word-of-mouth and direct engagement, materials and mail, digital communications, and social media.

Our Communications team can help your organization transform information into powerful ideas and messages, craft stories that get to the heart of why your work matters, and create the materials you need to **deliver on your mission**.

Contact us at [877.957.0000](tel:877.957.0000) and/or [commsales@campbellcompany.com](mailto:commsales@campbellcompany.com) for more information or to launch the Campbell & Company team within your organization today.