



# GRACEFILLED GIVES *PRICING PACKAGE*

Giving Npo's A Marketing Edge

PREPARED BY  
**GRACEFILLED GRAPHICS**



# Digital Marketing For Your

NPO

## Brand Elevation For NPO'S

From  
**R1 300**  
**Per Month**

### Upskill Training on Behalf of NPOs:

- **Introduction to key digital marketing concepts:** Social media, content marketing, email marketing, website basics.
- **Understanding online target audiences:** Identifying and defining who NPOs want to reach.
- **Building a strong online presence:** Creating social media profiles, developing website content, and establishing brand identity.
- **Content creation workshops:** Learning to write engaging social media posts, blog articles, and email newsletters.
- **Design basics:** Utilizing free design tools to create visually appealing graphics and presentations.
- **Social media management training:** Scheduling posts, engaging with followers, and running impactful campaigns.
- **Q&A sessions:** Addressing questions and challenges faced by NPO beneficiaries.
- **Access to online resources:** Sharing curated guides, tutorials, and templates for continued learning.
- **Reporting progress and impact:** Demonstrating the value of digital marketing skills for NPOs and stakeholders.
- **Long-term partnership options:** Tailored support and collaboration with NPOs for sustained growth.

### Strategic Consulting and Support:

- **Develop a comprehensive digital marketing strategy:** We collaborate with you to define your goals, target audience, and key metrics for success.
- **Ongoing guidance and support:** Get expert advice and assistance as you implement your digital marketing initiatives.
- **Performance analysis and reporting:** Track your progress and measure the impact of your efforts with data-driven insights.



# Workshop For Beneficiaries



This workshop is perfect for anyone who wants to learn more about digital marketing, regardless of their experience level. You'll learn from experienced professionals and get hands-on experience with the latest tools and strategies.

## Frequency

2 days a week

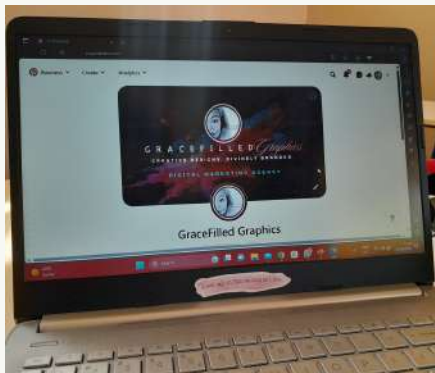
## Min Attendees

8 trainees

## Duration

1hr sessions x 10 In person

# Workshop For Facilitators



This workshop is perfect for anyone who is new to facilitating digital marketing workshops, or who wants to improve their skills. You'll learn from experienced professionals and get hands-on experience with the latest tools and strategies.

## Frequency

2 days a week

## Min Attendees

8 trainees

## Duration

1hr sessions x 15 In person/online

# Digital Marketing For NPO's



Digital marketing is essential for NPO's to reach their target audiences, raise awareness of their causes, and generate donations. However, many NPO's lack the resources and expertise to manage their own digital marketing campaigns.

## Frequency

Monthly x3

## Packages

From R1300  
Contact us for packages that best suit you.

# Our Tier System



Nonprofit organizations (NPOs) often have limited budgets, so it is important for them to be able to access high-quality digital marketing services at an affordable price. Our circle system allows NPO's to get the services they need at a price that they can afford. Our circle system ensures that digital marketing services are more affordable for NPOs with smaller budgets, encourage NPO's to invest in digital marketing and reward NPO's for their long-term loyalty.



## Joy Circle

NPO's that spend less than R1,000 per month on digital marketing services receive a **20% discount**.



## Love Circle

NPO's that spend between R1,000 and R5,000 per month on digital marketing services receive a **30% discount**.



## Generosity Circle

NPO's that spend more than R5,000 per month on digital marketing services receive a **50% discount**.

# Contact Us

## LET'S WORK TOGETHER

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