

ROUNDTREE - COMPANY PROFILE

History and Fact Sheet about Roundtree Agency and its Founder, Andy Jones



ROUNDTREE

Meet Roundtree

WHY ROUNDTREE WAS FOUNDED

Every day, nonprofits staffed with dedicated and passionate teams do good, often unseen work in the world. But something stands in the way of them doing even more good work: they aren't growing. Andy Jones, a veteran communicator and donor-focused marketing guru, founded Roundtree to help nonprofits communicate better – growing their donor base and allowing them to make an even bigger difference in the world.

WHAT MAKES ROUNDTREE DIFFERENT

Andy started Roundtree because he couldn't find a full-service nonprofit marketing agency. Most offered one solution: they make videos, develop websites, or run digital marketing campaigns. Roundtree isn't committed to one solution. Instead, in our dig-plant-grow process, we listen to client stories and goals to craft custom solutions to unique challenges.

OUR NUMBERS

Roundtree has seven team members with a combined thirty years of industry experience.

OUR CLIENTS' VALUES

We're optimists at heart, and we believe our clients are making the world a better place in a variety of ways and places. They're local, national, and international teams making differences through education, ministry, poverty alleviation, nonprofit staffing, leadership, and so much more. Our job is to help them help others more.

OUR REAL-WORLD IMPACT

2020 was a year marked by pain, in which many nonprofits had to tighten their belts. But in the midst of it all, something amazing happened: donors rose to the challenge. Roundtree helped them raise over \$100 million through strategic campaigns, creative touchpoints for donor interaction, and innovating new ways for donors to give. As a result, some of our clients even grew their donation revenue by 20% in 2020.

OUR NEXT DONOR PODCAST

Next Donor offers anyone a chance to listen in on open, honest conversations between Andy and nonprofit leaders. Listeners learn what it takes to grow an organization and foster donor relationships through stories and discussions of pressing issues. The podcast is now available on all streaming platforms.

OUR ANNUAL DONOR COMMUNICATIONS RESEARCH

Roundtree makes annual donations to 100 nonprofits. For a few weeks, we document each piece of direct mail and email, each phone call and text, and any other communication we get from that nonprofit. Then, we compile all of that data into a snapshot of current donor communications trends, creating a bank of best practices we can use to improve our clients' messaging strategy and grow their donor base.

ON OUR HORIZON

We've seen the good our clients do in the world, and how our work can help their missions go farther. In the next four years, we plan to increase our funds-raised tenfold, from one hundred million (in 2020) to one billion dollars (in 2026). We can't wait to see how these donations get channeled into positive action in communities around the globe.

Meet Andy

WHO IS ANDY JONES?

Andy is a people persuader. He has been known to persuade as an ordained minister, as a fundraiser, and as a marketing director for some of the leading Christian organizations in America.

Here's how the story starts: a teenage Christian boy moves from Alabama to Los Angeles, drawn by the glamour of Hollywood. He gets a job off Sunset Boulevard working with the rich and famous. And, just like in the movies, he meets and marries the girl of his dreams. What happens next veers off the expected movie plot: now, he's a middle-aged man running a marketing agency serving some of the leading Christian organizations in America. (He's still married to the girl of his dreams.)

What happened in between? He went to seminary and became an ordained minister. Just like you guessed. Through it all, he's honed the art of persuasion and helped people doing good work to clarify and amplify their stories. Andy's the founder and managing director of Roundtree.

WHEN ANDY PLANTED ROUNDTREE

January 1, 2015