

GROW YOUR DONORS



ROUNDTREE

FROM OUR FOUNDER

I know what it's like to raise money for a mission. I've worked in nonprofit leadership for twenty-five years. I also know the struggle to find a vendor who understands and values the organization's mission. That's why I started Roundtree.

When you engage Roundtree, you are hiring a team that loves to see the work of Christ's kingdom expand around the world. We get excited about serving our clients because of the meaningful work they are doing in communities near and far.

As you explore our services, I'd love the opportunity to speak with you personally and learn more about the work of your organization. Please feel free to contact me with any questions or to set up a time to talk.

Sincerely,



Andy Jones

FOUNDER AND MANAGING DIRECTOR

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INTRODUCING ROUNDTREE

Donor relationships are just that: relationships. Relationships grow when there is healthy communication. Unfortunately, many nonprofits are silent and sporadic when it comes to communicating with donors. Donors give but only hear from the organization when they want another gift. The donor feels more used than valued.

Our strategies and services are built on the belief that good communication with donors is clear, consistent, and creative. Using proven methods, we make donors feel like they are valued partners in your organization's mission.



We've served
OVER 50 clients
across the country
who are working in
OVER 100 countries
around the world.



Our clients raised
\$120M last year.



\$500K TO \$50M:

The spectrum of our
clients' annual budgets.



Our clients content got
1.7M+ VIEWS
last year.

CORE VALUES

Our work for clients is driven by three core values:



POSITIVITY. We see potential...

- In ourselves, we have a growth mindset when it comes to our skills.
- In each other, we encourage and celebrate each other's success.
- In our clients, we are enthusiastic about serving them.
- In the world, we are optimistic about the impact of our work.



PRODUCTIVITY. We are creators...

- Who design and build. We bring things into being.
- Who attend to details. We believe every part of our work matters.
- Who are relational. We are in the business of customer satisfaction.



GENEROSITY. We exceed expectations...

- Through proactivity, we put forward new ideas and solve problems.
- Through sharing, we are open-handed with our clients and others.
- Through gratitude, we communicate the privilege of serving clients.

CREDIBILITY

Clients partner with us to help them achieve better outcomes with donors. We have been honored to serve nonprofits who have experienced significant growth while working together.



A Christian organization in the southeast
5X GROWTH in donor contributions over 5 years.

A global church equipping organization
20% YEAR-OVER-YEAR GROWTH in donations.

An international outreach ministry to children
200% GROWTH in donations in the first year of engagement with Roundtree.

A benevolence ministry
RECORD DONATIONS for three consecutive years.

ENGAGEMENT OVERVIEW

What does a client relationship with Roundtree look like?

DELIVERABLES

Our normal client is a Christian organization who uses Roundtree to manage its donor-facing communications. They may not be quite sure how to reach the next stage of growth or simply need help to get the work done. Every organization is different, so we create a custom plan for each client. Every plan covers the following:

INITIALLY:

- Content calendar
- Email templates
- New donor communication sequence
- New subscriber communication sequence

MONTHLY:

- Donor-facing story of the month
- Email marketing management
- Website content updates
- Advertising management
- Analytics report

QUARTERLY:

- Q1: Annual report
- Q2: Donor lead-generation campaigns
- Q3: Donor lead-generation campaigns
- Q4: Year-end campaign

AS NEEDED:

- Event branding and collateral
- Print resource design

These deliverables ensure that clients have clear and consistent communication with donors. We charge a fixed monthly fee for this service and meet with clients monthly to stay aligned and measure outcomes. For clients who want to use Roundtree on a project basis for select deliverables, we charge hourly.

WORKFLOW

Part 1: Research and Strategy

We meet with the organization's leadership and interview a sampling of donors to understand the organization and why people invest in it. We put our creative juices to work to lay out a strategy that covers the following:

1. **Defined goals: How will we know we are winning?**
2. **Clear message: What should we say?**
3. **Multi-channel approach: What channels should we use?**
4. **Creative concepts: What are new ways we could tell our story?**

Part 2: Production

We write, design, publish, print, mail, and do whatever it takes to bring your strategy to life.

Part 3: Measure and Adjust

Organizations are dynamic and so are donors. We measure the effectiveness of our work and maintain strong communication with clients to make appropriate adjustments.

OUR TEAM



Andy Jones

FOUNDER & MANAGING DIRECTOR



Leah Jones

DIRECTOR OF HAPPINESS



Jonathan Moore

CREATIVE DIRECTOR



Chloe Latture

DIRECTOR OF CLIENT SERVICES



Mary Claire Roberson

DIRECTOR OF UX



Molly Kelley

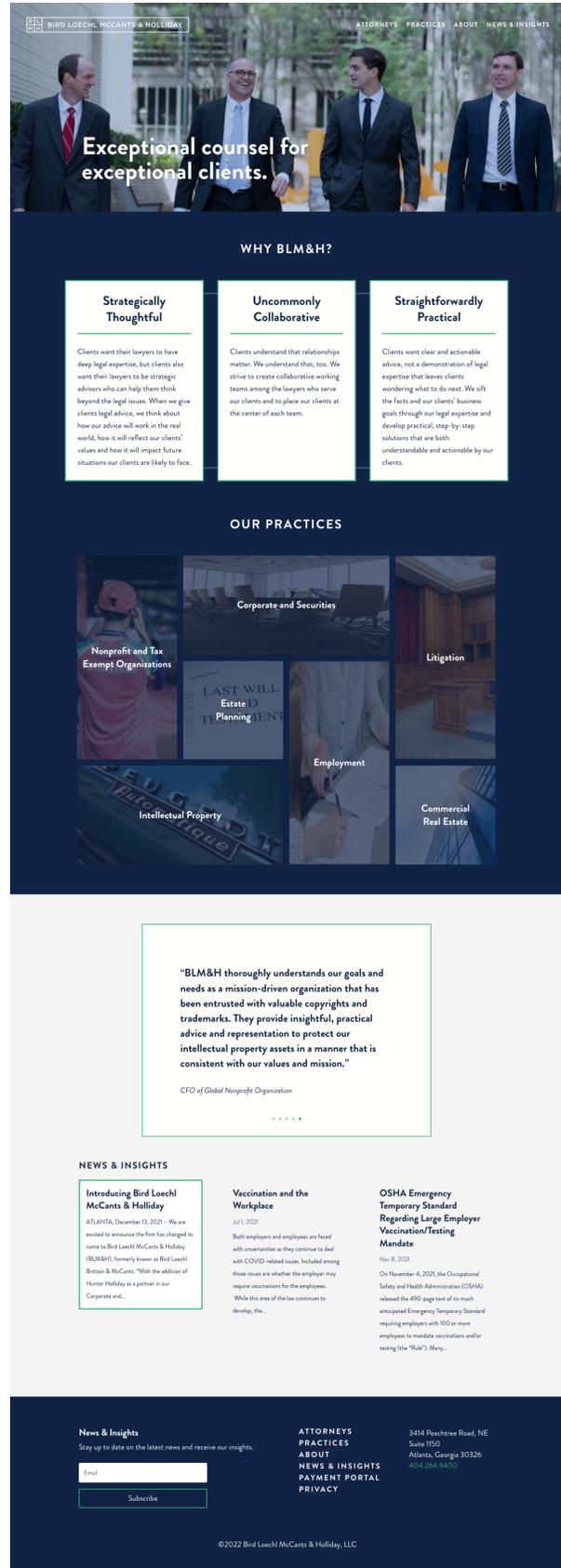
DIRECTOR OF DIGITAL MARKETING



WORK SAMPLES

BRAND STRATEGY

LOGO DESIGN



WEBSITE DESIGN

WORK SAMPLES

PRINT DESIGN



ANNUAL REPORT



CONTENT CREATION



YEAR-END CAMPAIGN

WORK SAMPLES

EVENT COLLATERAL



WORK SAMPLES

MEDIA PRODUCTION



VIDEO



PODCAST

WORK SAMPLES

EMAIL TEMPLATE



Presbyterian Church in America
FOUNDATION

Facilitating Generosity To Advance God's Kingdom



the GOOD LIFE
A 5-DAY GENEROSITY DEVOTIONAL

The Bible calls us to more than merely appreciating God's gifts. We have to move from appreciation to imitation. That means giving of our financial resources just as He gave himself up for us. The Good Life is a **free** five-day devotional on generosity to help Christians rethink the "good life," both through gifts we have been given and the gifts we give. If you haven't already, visit our [website](#) today to download a PDF or order free copies for your church.

[LEARN MORE](#)

[f](#) [t](#) [in](#)



the generosity trust
JOYFUL GENEROSITY
can change the world

Shattering Myths About Generosity

For many, generosity is an aspiration for the future but not a practice in the present. It is something we want to do but it isn't a current habit. We often feel like we have too many obligations and too few resources to be truly generous. However, the things that keep us from giving are often myths, false notions with no foundation in reality.



Discover three of the most common myths about generosity.

[READ MORE](#)



IMPACT UPDATE
Supporting our Church Servants



PCA Retirement & Benefits
MINISTERIAL RELIEF



Experiencing Grace Amidst Grief: Mary Lu Strawbridge

A little over a year ago, Pastor Ted Strawbridge went to be with Jesus. His widow, Mary Lu, shares her journey of sorrow and hope. "From my experience as a new widow I can see the need so strongly for the Ministerial Relief Fund in all that they do. It's not just looking after, it's caring for people in real time in real life with real problems." Watch her story and find out how you can help look after widows.



[WATCH VIDEO](#)

WORK SAMPLES

ADVERTISING

Q2.14

THE BYFAITH INTERVIEW

34 Early Christianity Our conversation with Pastor Scott Swick, Author of *Jesus Outside the Lines*. Scott Swick is tired of taking sides. He's had enough of "group" and negative stereotypes of political conservatives and folks who outrage, of opinion presented as fact, of critiques and condemnation that keep hitting and relationship. He used a friendly way to engage in public conversation about the issues of the day, Swick says, and Jesus gave it to us. Interviewed by Richard Denton

IN THE WORLD

40 The Christian-Cultural Complex Many advancements in public health, women's rights, scientific exploration, artistic expression, and political freedom stem from Christians seeking to apply the Gospel. But if Christianity has influenced culture so profoundly that its influence is now nearly invisible, then the reverse may also be true. By Phil Malloy

IN THE CHURCH (PHOTO ESSAY)

44 The Diversity Dance When a Church Welcomes the Community, Beautiful Things Happen! For pastor Worth Carson, greeting attendees at the back of Granada Presbyterian Church (Carol Gillies, Florida) each Sunday morning feels like an intricate dance. When the Angles come out, Carson shakes their hands. But members from Columbia want to see how they bow and shake hands. But not attendees from Korea and China — they would find these greetings terribly ridiculous. "After the service it's hug, shake, kiss, hug, shake, smile," Carson said. "These things are super important." By Megan Fowler

THEOLOGIST FOR ORDINARY LIFE

46 What's Your Story? I love to tell the story, "I will be my theme in glory, to tell the old, old story of Jesus and the Cross." Our personal stories are the bridge and road to remind us that God has been at work across the centuries — even in Illinois — to bring His wandering people back to a right relationship. We make our identity on that grand story, the true story that starts in the garden and has yet to conclude will complete resurrection with Jesus Christ Jesus Himself. So what's your story? By Ann Knicker

Give Smarter





Donor-Advised Funds + Complex Gifts

Generosity is a way of life for God's people. Everything is a gift from God. We are all temporary custodians. As a foundation, we help donors give a variety of assets to advance Christ's kingdom and alleviate their tax burden. We have the expertise to facilitate all types of gifts, whether you want to donate your bonus or your business.

Learn more at pcfoundation.com.



Presbyterian Church in America
FOUNDATION

Facilitating Generosity
To Advance God's Kingdom

Design A Life Well Spent.

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Photo: Corbis / iStockphoto.com

SOUTHEASTERN
TRUST
COMPANY

Ready to start growing?

1. Schedule a call with Andy.

We'll discuss your organization in more detail and the specifics about working together.

2. Create a custom plan.

It takes us two to three months to put your plan together. We will talk to you, talk to current donors, and research similar organizations in the process.

3. Execute and review.

You'll have a dedicated account manager who will make sure your work moves forward on time.

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