

SERVICE OVERVIEW



ROUNDTREE

WHY ROUNDTREE?

Since 2015, Roundtree has created and managed marketing strategies and campaigns for organizations and causes doing important work around the world.

We help nonprofits use improved communications to build stronger donor relationships. Whether it's new strategies, branding, website, or content, we enable you to keep donors informed and excited about being part of your mission.

Our agency and our work are driven by three core values:

Positivity.

Our work is fueled by the potential we see in the world and in our clients as they seek to improve it.

Service.

Our success comes from exceeding client expectations in the quality of our communication and our creative work.

Growth.

We are focused on growing our people, processes, and profits so we can achieve superior results for our clients.

We've been honored to help the following clients tell their story through creative formats:



YOUR TEAM



Andy Jones
MANAGING DIRECTOR



Chloe Folger
DIRECTOR OF
CLIENT SERVICES



Mary Claire Thomas
DIRECTOR OF UX



Molly Kelley
LEAD DESIGNER



Ben Ritter
DIRECTOR OF EVENTS



Brianna Roberson
DIGITAL MARKETING
SPECIALIST



Liz Doescher
EXECUTIVE ASSISTANT



Will Voyles
DIGITAL MARKETING INTERN



OUR SERVICES

Donor relationships are just that: relationships. Like any relationship, you build and strengthen them through good communication. At Roundtree, we help nonprofits improve their communication with donors. Whether it's a year-end campaign, monthly newsletter, or annual report, we write, design, and manage donor communications to set your organization apart.

What are you looking for?

Our services are tailored for each client around three key areas:



Strategy

Before a story is written or a campaign is created, you need to be able to clearly and simply articulate who you are and who you're trying to reach. Our donor communication strategy will help you understand your own brand and the opportunities for growth.

- Brand Identity
- Messaging Framework
- Communications Strategy
- Website Design



Content

Time to turn up the volume. Our team will write, design, and manage the production and distribution of donor communications whether it is for a new website, an email campaign, or a fundraising banquet.

- Annual Report
- Email Marketing
- Print Design
- Custom Content

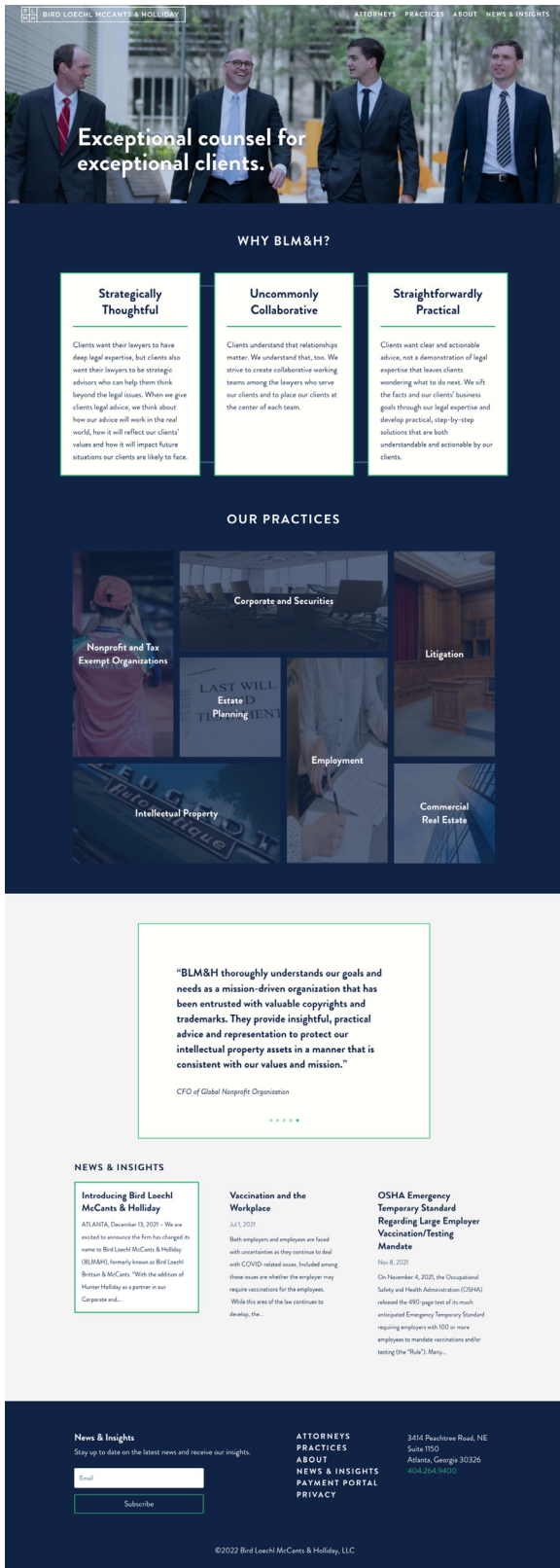


Appeals

It's important to invite donors to be part of your mission. We create appeals and campaigns to inform donors and move them to action.

- Year-End Fundraising Appeals
- Direct-Response Campaigns
- Capital Campaign Branding and Promotion

WORK SAMPLES

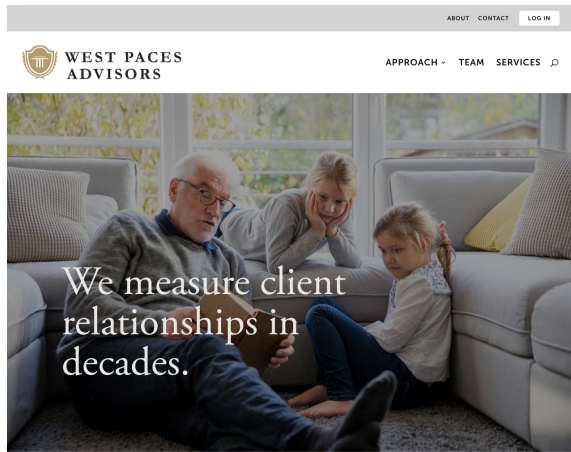


LOGO DESIGN

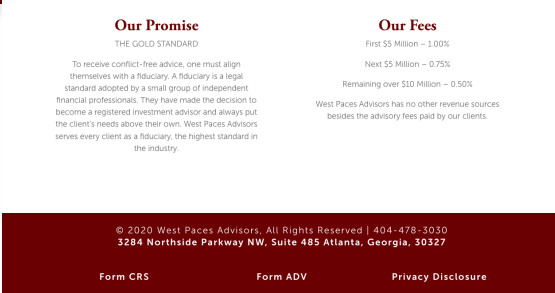
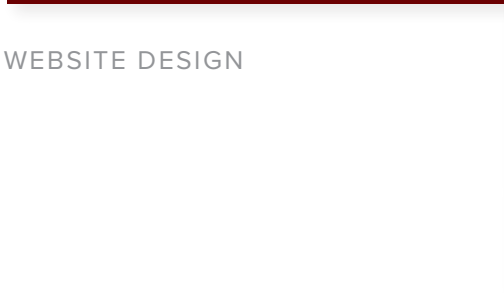
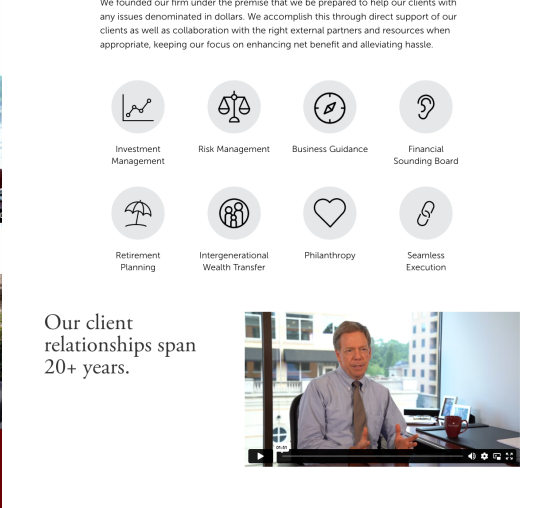
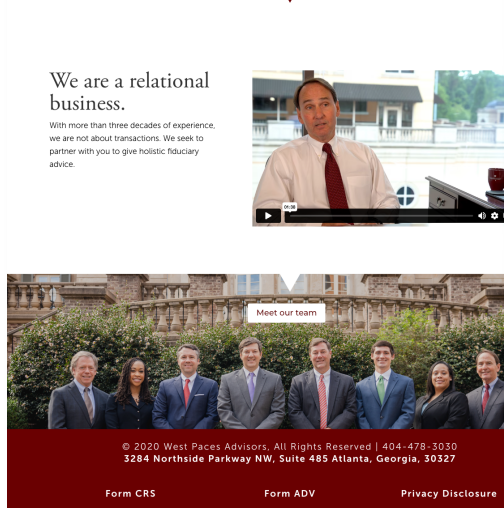
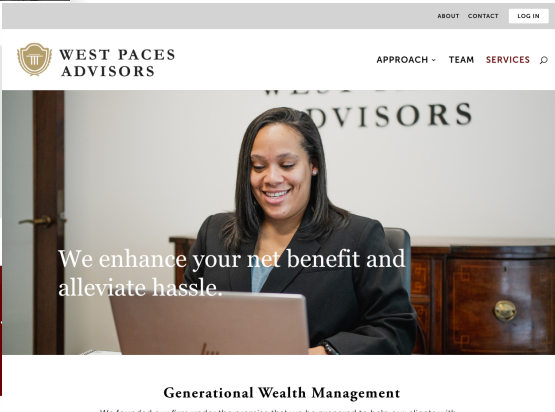


WEBSITE DESIGN

WORK SAMPLES



BRAND
DESIGN



WEBSITE DESIGN

WORK SAMPLES

ADVERTISING

Q2.16

THE FAITH INTERVIEW

P. 36: *Sally Christianity* Our Conversation with Pastor Scott Swain, Author of *Unseen Outside the Lines* Scott Swain is tired of talking sides. His dual strength of gospel and negative stereotypes, of political correctness and trade, show writings of opinion presented as fact, of critiques and condemnations that forget listening and relationships. We need a fruitful way to engage in public conversation about the issues of the day, Swain says, and Jesus gave it to us. Interviewed by Rick Warren

IN THE WORLD

P. 44: *The Christian Cultural Complex* Many advancements in public health, women's rights, scientific exploration, artistic expression, and political freedom stem from Christians seeking to supply 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 Melby

IN THE CHURCH (PHOTO ESSAY)

P. 48: *The Diversity Dance* When a Church Welcomes the Community, Beautiful Things Happen For pastor World Canon, greeting attendees at the back of Graceland Presbyterian Church (Grand Rapids, Florida) each Sunday morning feels like an intricate dance. When the angels enter out, Canon shakes their hands. But members from Colombia want nothing less than bear hugs and drinks kissed. But not attendees from Korea and China — they would find their greetings terribly awkward. After the service it's hug, shake, kiss, hug, shake, smile, Canon said. "Those things are super important." By Megan Fowler

THEOLOGIST FOR ORDINARY LIFE

P. 56: *What's Your Story?* I love to tell the story, tell be my theme in glory, to tell the old, old story of Jesus and his love. "Our personal stories need to be told and retold to remind us that God has been at work across the centuries — even millennia — to bring the wandering people back to his right relationship. We make our identity on that grand story, the true story that starts in the garden and has yet to conclude with complete redemption fulfilled in by Christ Jesus himself. So what's your story?" By Tom Kousser

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 pcafoundation.com.

PCAF Presbyterian Church in America
FOUNDATION

Facilitating Generosity
To Advance God's Kingdom

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SOUTHEASTERN TRUST COMPANY

Photo Courtesy: T.A. Photography Magazine

WORK SAMPLES

PRINT DESIGN



ANNUAL REPORT



IMPACT REPORT

AREAS OF GROWTH

In recent years, Roundtree has expanded its offerings to include the planning and execution of major donor events. Clients include Langham Partnership (\$7+ in annual giving) and Strategic Resource Group (\$40M+ in annual giving). Event locations include Hilton Head Island, SC, Scottsdale, AZ, Amelia Island, FL, and an upcoming event in Amsterdam, NL.



NEXT STEPS

If you find everything in the above proposal in order, here's what will happen next:

1. Upon your request, Roundtree will send over a service agreement for your e-signature.
2. Sign and return contracts.
3. Hold kickoff meeting with point of contact to walk through project steps and important dates.

