

Extend Your Reach. Further Your Mission.

2019 Services Brochure



collective  **reach**

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Why Collective Reach?

Collective Reach is a resource for solo communicators and small communications teams at mission-driven organizations. Collective Reach seeks to help nonprofits, social enterprises and socially conscious small businesses extend their reach through practical communications solutions.

I founded Collective Reach after many years in marketing, communications and development at nonprofits and public agencies. Over the years, I did a little bit of everything: I wrote web content, managed social media, planned profitable fundraising events, secured multimillion-dollar federal grants, worked with national media outlets on high profile stories, developed brand identities, shot and edited video, created programs for employees and clients, and honed my graphic design skills.

I also learned that the “little bit of everything” M.O. so common to solo communicators is both a great strength and a great source of self-doubt. There's a little bit of loneliness in this profession; no one else at your organization does what you do, and it often feels like everyone else in the communications and marketing space doesn't really “get” the mission mindset.

When resources are scarce, solo communicators get good at doing it ourselves, but we still can't do it all.

And in the broader marketing world where it seems everyone is a specialist, we can't *know* it all either. Instead of feeling empowered by all we seek to do, we feel inadequate. Add to that the isolation that comes from working solo, and very bright talent starts to look like burnout.

Through Collective Reach, I seek to be the resource I wish I'd had as a solo communicator. Through one-on-one services, community building and industry education that help small teams leverage what they have, Collective Reach seeks to be the go-to communications resource for small teams at nonprofits, social enterprises and mission-minded small businesses.

Communicators know, live and breathe the Big Why behind their work. My goal at Collective Reach is to leverage the strength of these human pilot lights by sparking passion, illuminating ideas and cultivating connection.

Whether you're a solo marketing manager, an executive director expected to do it all, a board member or a startup founder, Collective Reach is here for you. You may be flying solo, but you're not alone.

We're in this together, and together we can reach further.



*Get more done with
someone who
gets you.*

Core Values

At the root of good partnerships are shared values. Here are mine:

CONNECTION

Because we go further together, I seek to build connections: between nonprofits and freelancers, among solo communicators, and between organizations and the people who matter to their missions. Solo shouldn't have to mean isolated.

AUTHENTICITY

I build relationships on mutual trust and transparency. In preservation of authenticity, I am selective about the clients and projects with which I engage: Only those that demonstrate their own integrity in service to equality, justice and a more prosperous world for all people.

COURAGE

Working for big change on small teams means taking extended journeys out of our comfort zones. I believe in trying new things. I believe there is strength in vulnerability, and I don't shy away from saying, "I don't know; let's find out."

GENEROSITY

Through all I do, I seek to be of service and to share what I have learned. I believe generosity begets prosperity.

A little more about me

I grew up in a rural suburb of Northeast Ohio and spent my childhood reading books and getting muddy before packing up and studying journalism at Ohio University, where I also minored in business, psychology and Halloween.

I love Cleveland and spent a few years in the city as an ardent pedestrian, walking the two miles to work each morning and watching the sun come up over the Detroit-Superior bridge.

Following the birth of my first child, I moved back to the country to live on my grandparents' old farm, where I now live with my husband, two sons and an assortment of animals. When I'm not helping my clients muck through the delightful chaos of mission-driven communications, you can find me reading advice columns, binge-listening to podcasts or, let's be honest—folding laundry.



Reanna Karousis
Founder, Collective Reach Consulting LLC



Overview of services

While I've done a little bit of everything, I like to play to my strengths.

The next few pages cover my areas of expertise:

- Project Solutions
- Branding
- Content Writing
- Print Design

Why before what.

Project Solutions

A good solution begins with a well-defined problem.

Figuring out what you need and how to prioritize those needs within your budget is often half (or more) of the battle.

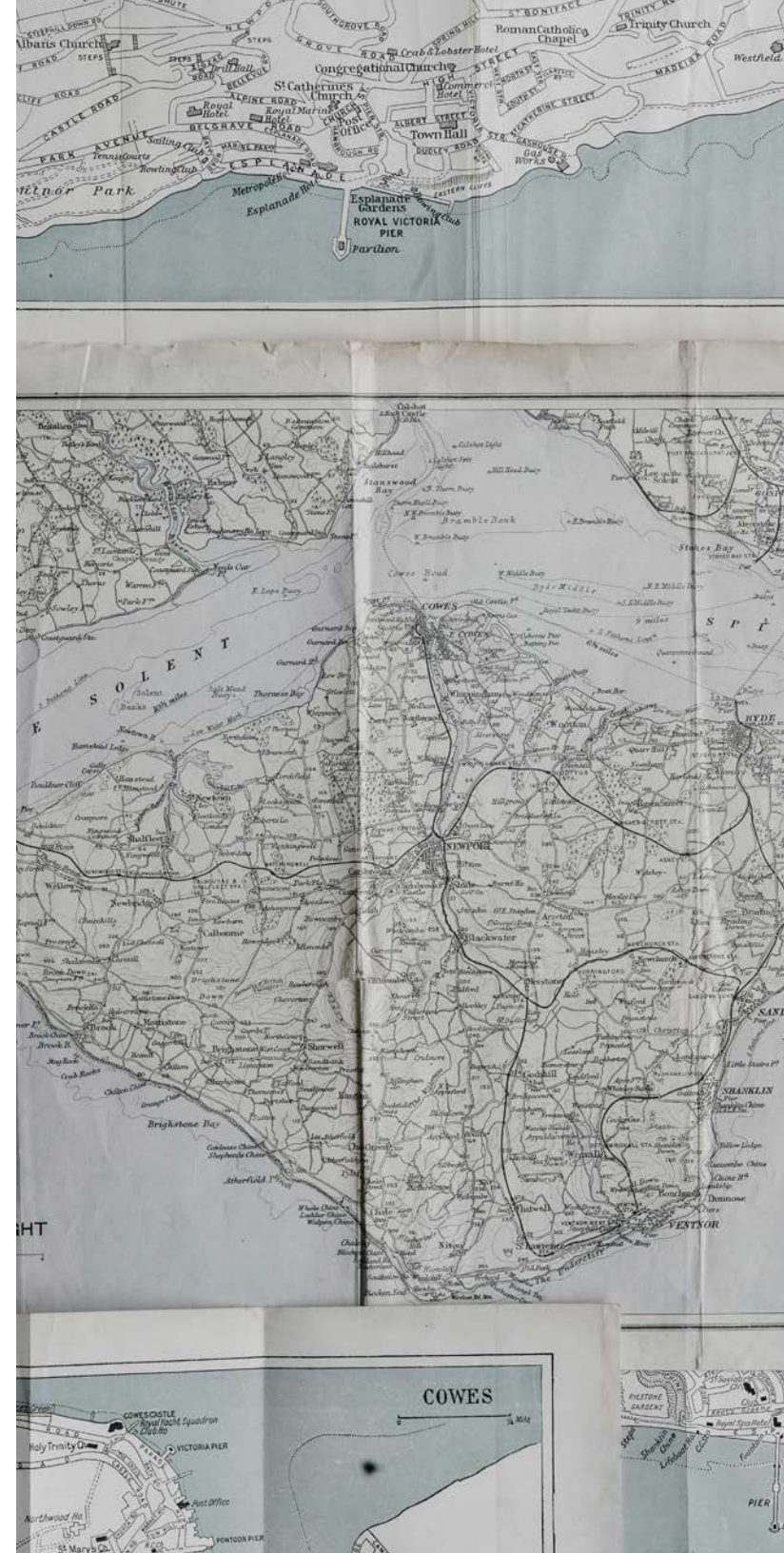
Unless you know exactly what you need to solve your communications problem, I typically recommend that we start with a roadmapping session. It helps clarify the project and saves you time (and of course, money) in the long run.

Roadmapping Session \$200

With one meeting (and a little homework), I can help you evaluate your to-do list, make strategic recommendations and provide a comprehensive creative brief and project proposal that makes the most out of your budget. Even if you don't hire me for additional work, you come out of the session with an actionable plan you can take elsewhere or tackle yourself.

Project Management \$75/hour

Whether you're launching something new or just trying to survive crunch time, you only have so much bandwidth. If you can't keep up with all the moving parts of a project, let me help you plan your project, stay on track and keep everyone in the loop.



Don't echo, resonate.

Branding

Branding is how you present yourself to the world and how you resonate with your core audience.

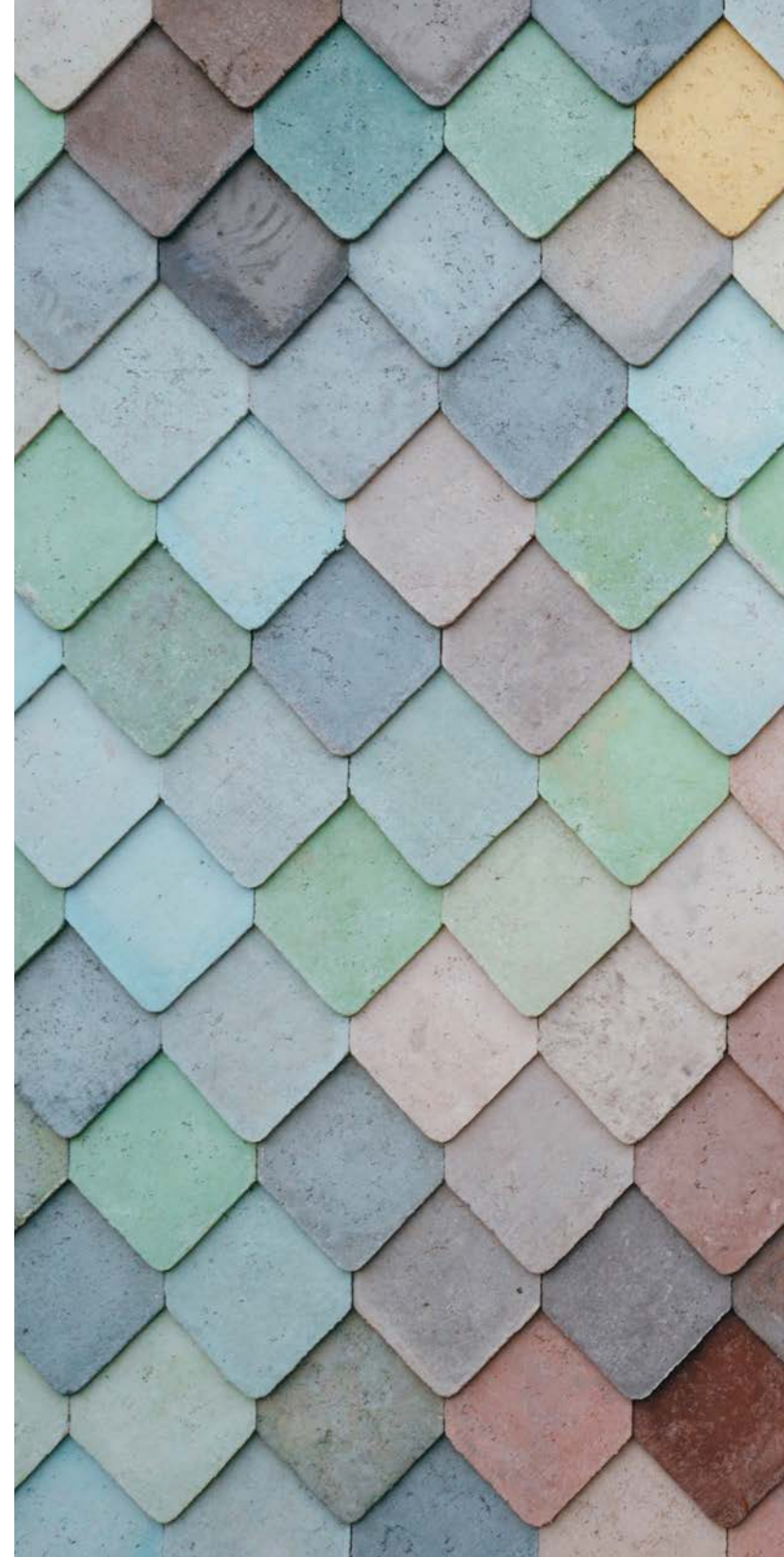
Visually, your brand includes the logo, fonts, colors and other stylistic elements that you use on your business cards, your website and anywhere else your brand resides.

Your brand also includes your tone, how you describe yourself and the impression you make to the people who matter to your organization, whether they're clients, donors, funders or volunteers.

Whether you're starting from scratch or looking to refresh and unify your brand, I can make you look good and, more importantly, feel authentic.

I have branding packages for a few budget levels to help you get the basics in order so you can get on with the work of dazzling your stakeholders and changing the world.

I can also help you brand your event or campaign.





Branding packages

Just the Logo \$400

One logo for your organization or event/campaign, coming right up.

Process:

If you really don't have the time or the budget for anything more than a logo, I get it. Sure, we'd both like to go on a retreat to discover your organizational spirit animal and brainstorm it into glorious existence, but you have to start somewhere. We'll discuss your preferences, I'll send you a preliminary design, you get two rounds of editing to perfect it.

Deliverables:

- Logo files (horizontal, vertical/square and reverse/simplified) in vector, .jpg and .png formats

Skin Deep \$600

Just the (visual) basics.

Process:

You complete a branding questionnaire to define your vision and preferences, plus (optional, but so helpful!) a Pinterest board with some images and examples the inspire you. I send you two preliminary logo designs; you pick the one you like best and get two further rounds of edits to make it perfect. We'll also work together to help you pick the perfect fonts and colors to go with your look.

Deliverables:

- Logo files (horizontal, vertical/square and reverse/simplified) in vector, .jpg and .png formats
- One-sheet visual brand guidelines with fonts and colors (RGB, CMYK, hex)

The Big Picture \$1,500-\$2,250

Everything in the visual basics, plus foundational messaging elements

Process:

We'll tackle the visual elements of your brand as described in the skin deep package, but I'll also help you define the tone and key messaging for your organization. Often this includes things like mission statement, your core values, the why-you-do-what-you-do. (Yes, this is a lot to think about! The price above includes a targeted roadmapping session, after which you'll get a clearly defined proposal with the price for the balance of the work.)

Deliverables:

- TBD in roadmapping

Content that connects.

What's your story?

You know when you write the same word over and over again, and it begins to lose all meaning?

It's called *semantic satiation*.

(Satiation. Satiation? Satiation. Satiation satiation. s.a.t.i.a.t.i.o.n.....)

I think this happens to nonprofit communicators, too, but with chunks of language: Your elevator pitch. How you describe your programs. Even those originally heart-wrenching impact stories can feel stale the 372nd time you tell them.

Sometimes you're so tired of hearing yourself tell the same story, no matter how powerful, no matter how important, that you start to lose that vital spark that ignites passion for your mission among your audiences.

And sometimes, writing just isn't your strong suit. (That's perfectly fine!)

Either way, I can help. At the core of every good piece of writing is an important story. It's my job to distill it and package it in a way that connects with a particular audience.

Whether you need help with something as small as brochure content or want someone to write a year's worth of blog posts for you, I can make sure your message matches your organization's voice, fits the medium and matters to the people who matter to you.





Storytelling for your mission

Content Strategy for Your Project

\$200

Content roadmapping with a customized route.

Process:

Need content for a new website or to come up with a series of blog posts? Want to develop the theme for this year's annual report or end-of-year campaign? I can help you develop overall messaging strategy and produce a proposal with costs for implementing the plan.

Deliverables:

- Content roadmap customized for your project.

Plan Your Year: Editorial Calendar Development

\$750

It can be hard to carve out time to plan ahead. Let me help shape the themes for your year that can drive content strategy.

Process:

We'll meet to talk through your overarching goals for the year for your target audiences, the natural themes and events that support these goals and the channels you'd like to focus on. I'll synthesize these themes to produce a plan that you can reference each month to develop compelling content that can be repurposed across multiple channels for maximum impact.

Deliverables:

- Editorial calendar document with overarching themes, recommended post topics and sample posts, relevant hashtags and other key guidance.
- Need help with execution? This package includes a 15% discount on my hourly rate for content production and associated social media graphic design for the entire calendar year.

Pen to Paper (or Fingers to Keys)

\$75/hour

My hourly rate for writing. This includes any subject interviews, research and edits. Ask me about hourly discounts for monthly retainers.

Editing Services

\$75/hour

For when you have existing copy that you'd like help polishing. I can help with everything from basic proofreading to major reworking for tone or structure.

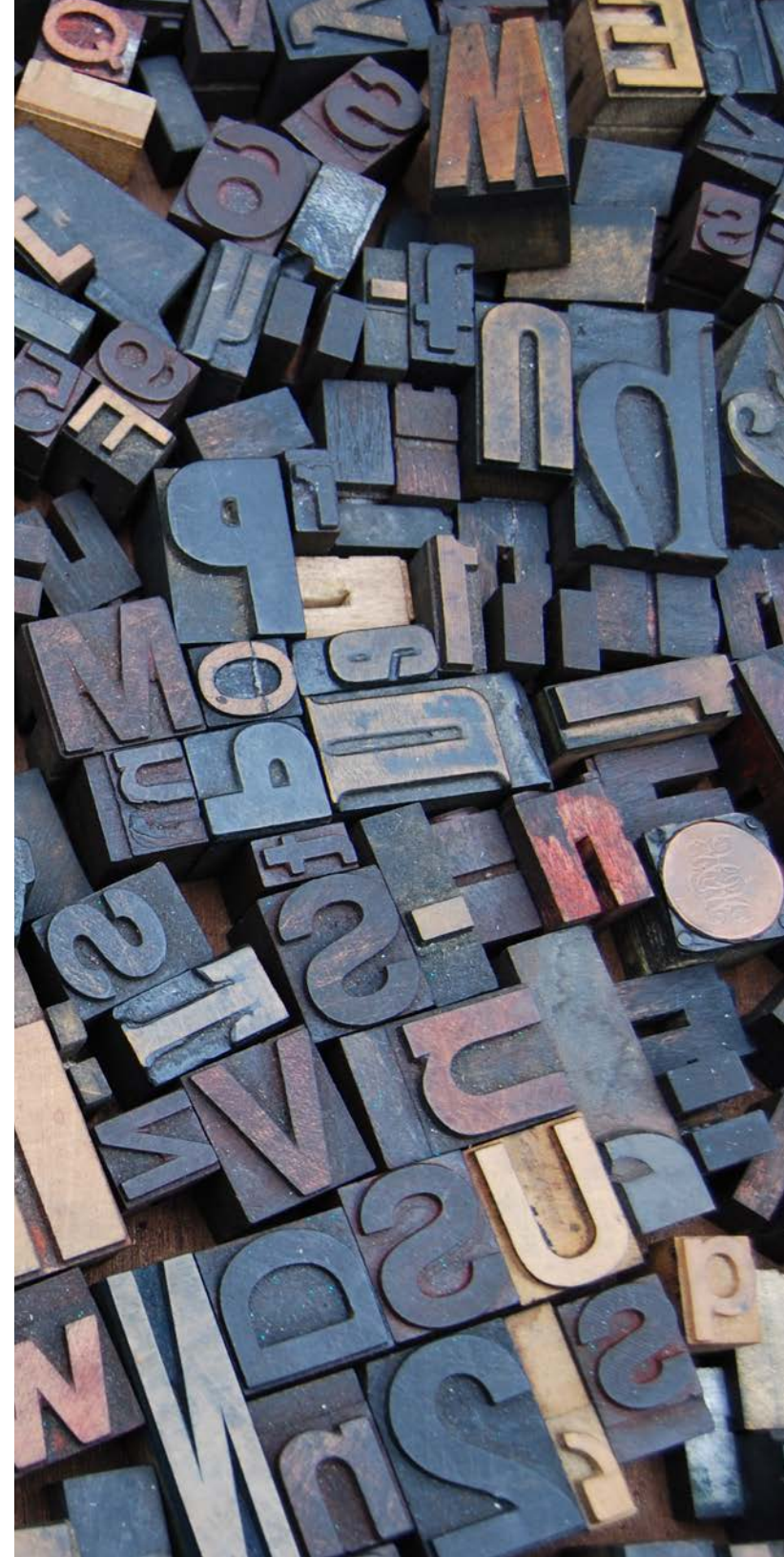
Print matters.

Print design

From brochures and mailed appeals to annual reports and posters, well-crafted print materials bring polish, legitimacy and staying power to your message. No matter how strong your story is, if you don't have a coherent design presentation, you risk falling flat or looking like you don't take yourself or your mission seriously.

Design can significantly affect how well you are understood and remembered. In the world of screens and e-books, there are still so many circumstances in which only print will do.

Whether you're looking to leave a tactile impression with your donors or want to create downloadable PDF documents as part of your content marketing strategy, I can help you produce organized, compelling materials and help you strategize the best ways to maximize your return on investment.





Print design projects

Publication Strategy for Your Project

\$200

Publication roadmapping with a creative brief, project specifications and timeline that aligns with your print budget.

Process:

Tackling a printing project can come with a lot of moving parts. I can help you develop a creative brief, project scope and workable budget to help us kick off your project, or which you can use to guide another freelancer or volunteer.

Deliverables:

Design roadmap customized for your project.

Trifold brochure

\$350

The standard format for an organizational or program overview, designed to be concise and compelling.

Mini annual report

\$500

A four-page printed annual report to cover the high points of your year without busting your budget.

Large booklet/annual report

\$2,250-\$4,000

A traditional annual report/magazine. I suggest conducting a roadmapping session to determine the scope of your project unless you already have a very clear creative brief from which to work.

Other design projects I can assist with:

- Worksheets, forms and templates
- Whitepapers and e-books
- Presentations and slide decks
- Business cards and stationery suites
- Posters, banners and signs
- Static online graphics (for social media, website, etc.)

Hourly Design

\$75/hour

My hourly rate for design. This includes any subject interviews, research and edits. Ask me about hourly discounts for monthly retainers.

Let's start something.

How to Work with Collective Reach

Finding the right partner to help you extend your reach can be an intimidating prospect, especially if you're new to hiring a freelancer or consultant. I'm happy to touch base for a quick phone call to discuss your project, answer your questions and see if it sounds like we're a good fit.

From there, I'll recommend either a roadmapping session or a direct service package if you're pretty clear on what you want.

My rate for most work is \$75 an hour, though I offer periodic discounts, so be sure to sign up for email updates at collective-reach.com.

I know how tight budgets are when you're working small, so I'll always be up front with project costs so you can justify the investment and rest easy that there won't be surprises.

It's my job to help you get fired up about your work. If you're feeling ready, let's start something.

Get in touch to get started:

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