



The Marketing Shop ————— *On Brand. Creative. Every Time.*

Helping Nonprofits *Shine!*

Marketing For Nonprofit Organizations

www.tms.marketing • info@tms.marketing • (248) 330-8787



The Marketing Shop *Difference*

Roots In The Nonprofit World

Vicky Winkler, founder of The Marketing Shop, began her nonprofit journey as the **Marketing Director for a large nonprofit** in southeastern Michigan. With hands-on experience in both fundraising and marketing, she understands the challenges nonprofit leaders face on a day-to-day basis. Over 20 years ago, she channeled that passion into creating The Marketing Shop, bringing with her a deep commitment to **helping nonprofit organizations thrive**.

We invite you to look through the following pages to see samples of some of our work and learn how The Marketing Shop is helping nonprofits make a difference.

What Are Some Of The Key Things That Make The Marketing Shop Different?

- Over 20 years experience in designing marketing materials
- Experience working in the trenches at a nonprofit organization
- Offering different ways to work together - outsourcing, project-based, or event-based
- Graphic design for ANYTHING you need designed!
- Printing services for all types of products and promotional items
- Full direct mail services from postcards to annual reports

Plentiful Resources & The Nonprofit Consortium

The Marketing Shop offers a wealth of resources for nonprofits, including membership in nonprofit organizations and groups. Vicky also co-facilitates a resource group, the **Nonprofit Consortium**, with Angie Schmucker of Schmucker Advising Group. This group is home to professionals who can who **can assist in all areas of running a nonprofit** from marketing to human resources to legal help, ensuring that your nonprofit has the support it needs to succeed. Visit the website at **www.thenonprofitconsortium.com**.

Seeing Is Believing!

The best way to explain what we really do is to show off work we have done over the past 21 years. The following list in the Table of Contents is a sampling of the most popular types of items we produce for our nonprofits. The corresponding pages will give you a glimpse into just a small sampling of the work we have created over the years. Everything we do is custom-designed from scratch by the hands of a team of the most amazing and creative graphic designers.



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Annual Impact Reports

We design annual reports that turn your achievements into a captivating and inspiring showcase of success.

- ✓ Thoughtfully designed layouts that highlight your achievements with clarity and impact.
- ✓ Eye-catching infographics and images that captivate and enhance your message.
- ✓ Tailored solutions designed to fit your budget without compromising quality.
- ✓ A consistent, cohesive theme that reinforces and amplifies your core message.



Appeal Campaigns

Boost your donation drive with compelling appeals designed to inspire giving.

- ✓ A polished, cohesive look that perfectly balances professionalism with approachability.
- ✓ Dynamic visuals with infographics and design elements that vividly bring your story to life.
- ✓ Full-color printing and striking envelopes ensure your appeal grabs attention.
- ✓ Direct mail options and access to local/national mailing lists to reach the right people effectively.

Social Media Posts

Mental & Physical Wellness



8 Large-scale health and wellness events
10 Free online videos offered on health and wellness

Substance Misuse Prevention



6,892 Students reached through programming
550 Senior citizens impacted

Email Marketing



Help Make A Difference In Your Community

The Alliance has made great strides in 2023 to build healthy communities and save lives in Oakland County. We are so grateful to those who have supported our efforts to make our work possible. We have touched so many lives.

If you have not made a gift to the Alliance this giving season, there is still time. With your help, we can touch more lives in 2024!

Give a gift today and you will help make a difference in your community.

DONATE

Substance Misuse Prevention



6,892 Students reached through programming
550 Senior citizens impacted

The Alliance provides free age-specific programs and activities for children and older adults that provide education, resources, and support on a variety of topics focusing on substance misuse prevention.

Recovery Support

304 Support group meetings
85+ People attended the 2nd Annual Recovery Picnic

The Alliance provides free recovery support 7 days a week to residents of Oakland County. The focus of the Alliance's recovery program is on restoring health and hope of people in recovery and their families by providing education, tools, resources, and support.



DONATE

To learn more about the Alliance and its programs, please visit www.achm.org.

With 21 community prevention coalitions serving 55+ local communities in Oakland County, we are amplifying prevention and recovery support efforts to keep our communities safe and healthy.

Visit our website to connect with one in your neighborhood.

(248) 221-7101 achm.org



Recovery Support: Supporting healthy lives and preventing relapse. Substance Misuse Prevention: Keeping our communities safe and healthy. Harm Reduction: Reducing the harm of substance use.

Direct Mail Print



Substance Misuse Prevention



6,892 Students reached through programming
550 Senior citizens impacted

Harm Reduction



2,902 People trained on Naloxone kit use
11,682 Naloxone kits distributed



Help Us Shatter the Stigma

Dear SALUTATION,

The stigma associated with substance misuse is a real problem in society today. Individuals with substance misuse disorders and their families may face mistreatment, stereotyping, and negative bias from society, including their loved ones. Those who need help and support may elect to not seek assistance due to these challenges, may not know where to go for help, and may even be afraid to ask for help.

Elette, the daughter of Nick, whose father struggled with substance misuse and passed away in 2015, shares how hard it was to grow up without a father but also about the challenges she experienced as a result of the stigma. "Not only was it hard growing up without a father, I felt like I could not talk to people about how he died because they would always jump to conclusions that he was a bad dad, a bad brother, a bad son, a bad friend. But he was an AMAZING person, and an AMAZING dad... I don't think people should be judged based on things they've gone through in their lives. Since he's passed away, I've been working on Shattering the Stigma around substance misuse and I'm so grateful for the work I've been able to do with the Alliance to help with that. It has changed my life."

A gift to the Alliance will support the work that our team, and volunteers like Elette and others, are doing in the community to help Shatter the Stigma associated with substance misuse disorder, save lives, and build healthier communities for all of us.

For more information on our programs, to volunteer, or donate to support our mission, please visit www.achm.org.

Thank you for your past generosity and support. We hope to see you at more people adapt immediate Stigma and overcome the challenges of substance misuse.

Sincerely,

Julie Brenner

Julie Brenner, CPC
President & CEO

5505 Corporate Drive



5505 Corporate Drive, Suite 301
Troy, MI 48069



Give to Help
Shatter the Stigma
of Substance Misuse

Event Branding & Marketing

- ✓ Establish a unified event identity with a custom logo, fonts, imagery, and color palettes that set the tone for the event.
- ✓ Social media-ready logo files that ensure your event branding looks cohesive and consistent across every platform.
- ✓ Bold direct mail invitations and RSVPs that boost attendance.
- ✓ Sleek, fully designed sponsorship packages and forms to impress potential partners and streamline your internal process.
- ✓ Day-of event materials that enhance the attendee experience, from signage and programs to awards and plaques--all designed to keep your branding front and center.

28TH ANNUAL

MAKE A DIFFERENCE

C.H.A.R.I.T.Y.

AUCTION

NEW HORIZONS 2018

May 4, 2018

New Horizons 28th Charity Auction

MAKE A DIFFERENCE

C.H.A.R.I.T.Y.

AUCTION

NEW HORIZONS 2018

A Benefit to Help People with Disabilities Succeed!

FRIDAY, MAY 4, 2018 • 6:30 PM
Petruzzello's Banquet & Conference Center
Troy, MI
(please see map on back)

A wonderful evening including dinner, open bar, silent and live auction, raffles, and entertainment!

Friday, May 4, 2018
9 p.m. Drawing Time

Raffle Tickets \$20 each
Do not need to be present to win

WIN A DREAM VACATION
\$1,000 cash plus hotel for 2 nights in Miami, FL
5 day/4 night cruise for 2 to Mexico, the Bahamas or Western Caribbean
Approximate value \$3,000

Event to be held at Petruzzello's, 6950 Rochester Rd., Troy, MI 48065
Proceeds to Benefit New Horizons Rehabilitation Services
For more information, call (248) 340-0559 • www.NewHorizonsRehab.org

09427859

Raffle License # R45633

09427859

Raffle License # R45633

Name: _____ Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

*New Horizons 28th Annual Auction
Dream Vacation Raffle Ticket*

Postcards/Rack Cards/Toolkits

- ✓ Stunning postcard designs that capture attention and inspire action.
- ✓ Targeted rack cards and toolkits that focus on specific topics, showcasing your organization's initiatives and informing your audience.



✔ Have an important event coming up and need sponsors? A professionally designed sponsorship packet, brochure, or flyer can make all the difference!



Placer County Veterans Monument

Why Sponsor?

Honor Veterans

Sponsoring this monument is a meaningful way to honor all military service members, past and present, who have bravely served our country. Your support will help ensure they are remembered and celebrated through a lasting tribute at McBean Park in Lincoln, California. Together, we can preserve their legacy for generations to come.

Be Recognized as a Supporter

Your sponsorship will showcase your commitment to supporting veterans and their families. By contributing to this important project, you'll gain visibility as a champion for those who have served, strengthening your reputation as a proud supporter of our military community. It's a powerful statement of gratitude and respect.

Strengthen the Community

This monument is a place of unity and pride for residents of Lincoln, Placer County, and neighboring cities and towns, fostering a stronger sense of community. By sponsoring, you'll help build a space where people can come together to honor those who've served and reflect on the importance of service and sacrifice. Your involvement brings us all closer together.

Sponsorship Levels

\$5,000 – Legacy Sponsor*

- 24 plaques for veteran employees, families, etc.
- Premier recognition in November event program
- Recognition on event signage at November event
- Recognition on website, newsletter, social media

\$500 – Veteran Sponsor*

- 3 plaques for veteran employees, families, etc.
- Recognition in November event program
- Recognition on event signage at November event
- Recognition on website, newsletter, social media

\$2,500 – Patriot Sponsor*

- 14 plaques for veteran employees, families, etc.
- Major recognition in November event program
- Major recognition on event signage at November event
- Recognition on website, newsletter, social media

\$1,000 – Honor Sponsor*

- 6 plaques for veteran employees, families, etc.
- Recognition in November event program
- Recognition on event signage at November event
- Recognition on website, newsletter, social media

\$500 – Hero Sponsor*

- 1 plaque for veteran employees, families, etc.
- Recognition in November event program
- Recognition on event signage at November event
- Recognition on website, newsletter, social media

\$150 – Individual and Additional Plaques*

Make A Donation

Visit www.PlacerCountyVeteransMonument.org to make a donation online and show your support.

*Funds will be applied to all employee veterans identified and remaining funds will be used for local past and present Placer County military residents.

Yes, I Want to Be A Sponsor! What Happens Next?

- 1. Submit Payment**

 - Mail in payment envelope
 - Visit www.placercountyveteransmemorial.org
 - Call (530) 812-0376
- 2. Check Your Email For:**

 - Confirmation of receipt
 - An email template for sending to employees
 - Plaque submission application for veterans
 - Logo submission instructions for sponsorship
- 3. Receive Plaque Location Details**

 - You and your employee(s) will be informed of the exact location of your plaque(s) on the monument

Have A Question?

Visit our website: PlacerCountyVeteransMonument.org

Call: (530) 812-0376

Email: PlacerCountyVeterans@gmail.com

2023 ANNUAL GOLF INVITES YOU TO THE

Help Individuals With Disabilities Achieve Their Vocational Goals!

Friday, September 22nd

at Pine Trace & *Shepherd's Hollow

Event Highlights

- Four Events
- Lots of Door Prizes
- \$300,000 Cash
- 10 Holes of Golf
- Dinner & One
- Golf and Luncheon
- Breakfast, Lunch, & Dinner
- Longest Drive Contests
- Trophy for Top 3 Teams
- \$50/50 Raffle

Golf Packages

- Executive - Ten Signs \$1200
- Executive - \$800
- One Golf & \$200
- Dinner Only - \$50

Advertising

- Full page ad - \$500-2.5" tall x 4.5"
- 1/2 page ad - \$200-3.5" tall x 4.5"
- 1/4 page ad - \$125-3.5" tall x 2"

Online Registration is available at
www.NewHorizonsRehab.org
 Under The "Events" tab

The proceeds from this event will be used towards job training and placement services for individuals with disabilities.

Sponsorships

Sponsorship Advertisements are due by August 18th

Platinum Sponsor • \$5,000

- Three Promotions
- Name on invitation and score, table tents, sponsor card, and ten signs
- 100 page ad in program
- Name, logo, graphics included featured on New Horizons social media sites
- Recognition at dinner

Gold Sponsor • \$3,000

- Two Promotions
- Name on table tents, sponsor card, and ten signs
- 50 page ad in program
- Name, logo, graphics included featured on New Horizons social media sites

Silver Sponsor • \$2,000

- One Promotion
- Name on table tents, sponsor card and ten signs
- Quarter page ad in program
- Name, logo, graphics included featured on New Horizons social media sites
- Recognition at dinner

Driving Range Sponsor • \$1,000

- Name on table tents and ten signs at driving range
- Dinner for two
- Recognition at dinner

Breakfast or Lunch Sponsor • \$500

- Name on table tents and sponsor card
- Dinner for two
- Recognition at dinner

Networking Dinner Sponsor • \$1,000

- Name on table tents and sponsor card
- Dinner for two
- Recognition at dinner

Ten Signs Sponsor • \$250

- Name on ten signs

Donor/Born Donor

Any contribution to be golfed during the tournament including those. Your name will be printed in the program.

See back for more details

Sponsor/Package Information

Main Contact Name _____
Sponsor Level or Golf Package _____
Organization _____
Address _____
City/State _____
Phone _____
Email _____
Tee Sign Wording _____

Payment Required

☐ Check enclosed, payable to "New Horizons Club"
☐ Charge \$ _____ to VISA MC Amex Discover
Card # _____
Expiration Date _____ CVV Code _____
Signature _____

Location

Pine Tracer Golf Club
3000 Pine Tracer Blvd.
Buckeye Hills, MI 48009
9 a.m. Registration
10 a.m. Shotgun Start

*Shepherd's Hollow
9005 Big Lake Rd.
Charlotte, MI 48046
8:30 a.m. Registration
9:30 a.m. Shotgun Start

*Availability of tee times and
signing after Pine Tracer Course
is weather-specific.

Online Registration is available at
www.NewHorizonsTeeHub.org
Under the "Events" tab

This Form to Event Coordinators
Bass, Auburn Hills, MI 48026
Phone: (248) 340-0909
chickarae@newhorizonteehub.org
or lmay@newhorizonteehub.org
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document may be reproduced. For further details see page 6 of 10.




TEEHUB

Newsletters


- ✓ We help nonprofits create professional, engaging quarterly or yearly newsletters that impress donors and share organization news efficiently.

Oakdale Academy PATRIOT CHRONICLE

Fall Edition

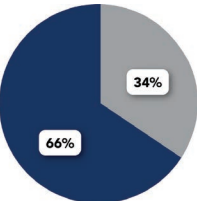


Welcome To Our Inaugural



The Impact Of Your Annual Fund Donations

2023-2024 Annual Fund



Category	Percentage
Strategic Initiatives	66%
Operations	34%

Annual Giving

Operational Areas of Support:

- Facilities and Grounds
- Classroom Equipment
- Staff Development

Strategic Initiatives:

- Soccer Field
- Playground
- Security
- Scholarships
- Future Campus Development

This past year your donations have made a significant impact for our students, faculty, programs, and in our building. Your giving makes a difference!

We are grateful for each of you who have chosen to bless Oakdale Academy with your philanthropic support. Simply stated, your gifts allow us to create an exceptional learning environment that goes beyond tuition support alone. Many of these opportunities wouldn't have happened without the generous support of people like you.

THANK YOU!

Your gifts really do make a difference at Oakdale Academy, thank you!

2023- 2024 Sponsors

Thank you to each of our sponsors for partnering with us to help our Walk-a-thon, Family Fun Night, Liberty Society Dinner, and Evening of Art events this year. We couldn't do it without your generosity.

Alpha to Omega Properties	Erinn Schultz Art & Inspiration	MarkOstach.com
Avie & Me by Design	Foster Financial	McElmurry Family Farm LLC
Buscemi Family Dentistry	Got Nice Home LLC	Michigan Community CPA
City Lifestyle – West Bloomfield	Highland House	Mt. Zion Church
Communitas Wellness	H & S Propeller	Munk Orthodontics
Crossgrain Carpentry	International Industrial Contracting Corporation	Natural Care Institute
D'Agostini Law PLLC	Johnny Black's Public House	Northstar Partners
Ddaniel Advertising	Kevin's Marine Services	O'Brien Construction
DDSMATCH Michigan	Lake Orion Chiropractic/Disc Centers	Oral & Facial Surgeons of Michigan
Dennis Uniform	The Lakes Church	Progressive Financial Service
Detroit Investors Club	The Law Office of Dion Roddy	Stray Hen Café, Ann Arbor
Digital Marketing Experts LLC	The Law Office of Francis O. Wey PLLC	Subway-Waterford
D L Kusky Services LLC	Luke Humphrey Running	Uplift Strength Center
Emray Architectural Millwork		Visions of Canada

(248) 481-9039 | www.oakdaleacademy.com

Flyers/Brochures/Posters

- ✓ Concise flyers that convey your message and inspire action for events, fundraising, or outreach.
- ✓ Blend stunning visuals with informative layouts in a professionally designed brochure to tell your nonprofit's initiatives and programs.
- ✓ Bold posters that capture attention - ensuring your announcements, events, or campaigns stand out.



Branding/Logos

- ✓ We can create custom branding, logos, and style guides that keep your organization's messaging and visuals consistent across all platforms.

STYLE GUIDE



ALLIANCE OF COALITIONS for Healthy Communities

For more information or questions, contact The Marketing Shop at (248) 330-8787 or email info@themarketingshoponline.com.

C=85 M=52 Y=24 K=4 R=46 G=110 B=150	100% Black C=0 M=0 Y=0 K=100 R=35 G=31 B=32	40% Black C=0 M=0 Y=0 K=40 R=167 G=169 B=172
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Fonts: **Avenir LT STD 95 Black**, Avenir LT STD 45 Book, Avenir LT STD Light

Primary Logo Stacked



Primary Horizontal



SCREEN PRINT ONLY
Spread for screen printing
(stroke added to triangle
and "Alliance" - rest same)



SCREEN PRINT ONLY
White imprint on dark color



One Color Imprint Stacked



One Color Imprint Horizontal



One Color Imprint on dark



Three Color Imprint on dark

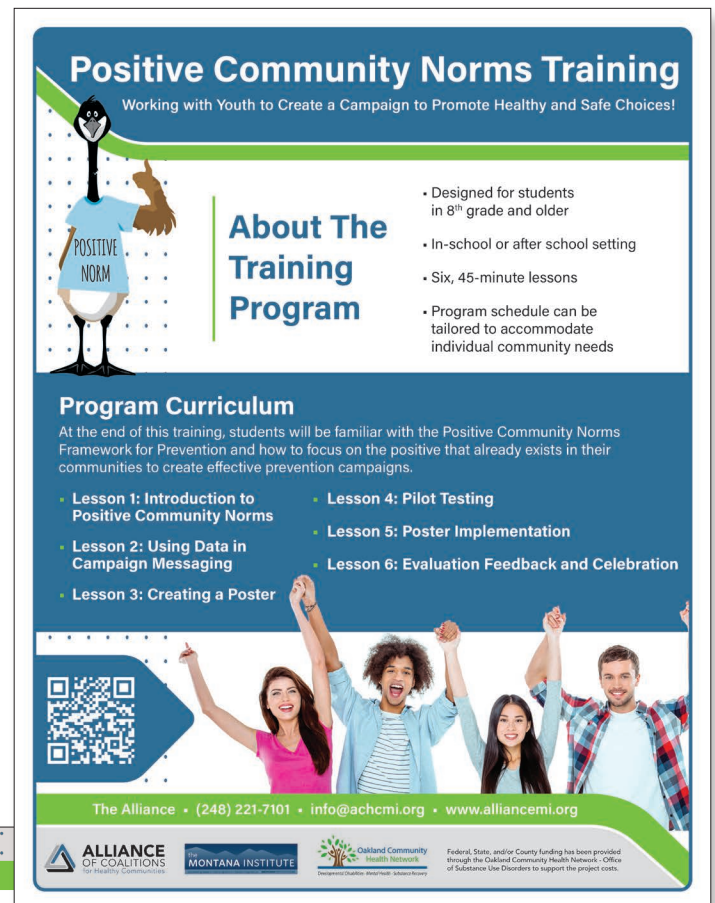


Presentations & Handouts

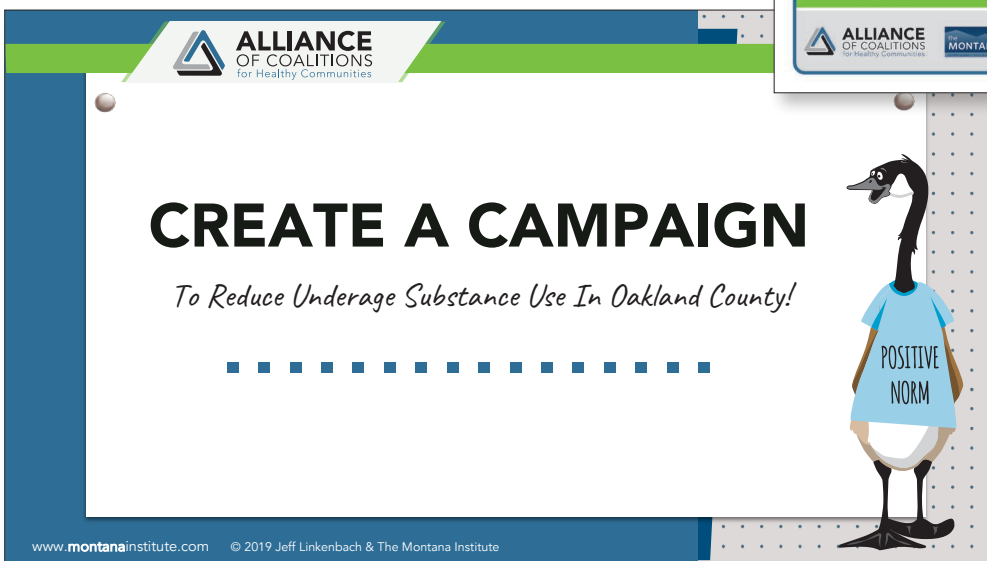
- ✓ We help organizations nationwide bring their presentations to life with cohesive, branded materials such as presentation slide decks, direct mail postcards, and training materials such as handouts, sales flyers, and assessments.

Flyers/Handouts

Direct-Mail Postcards

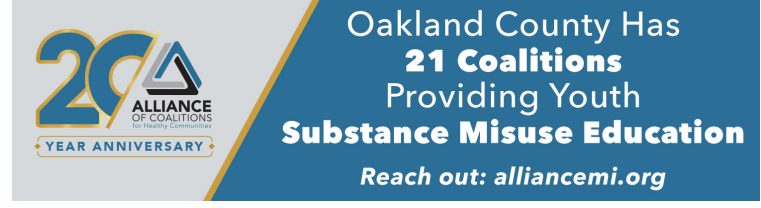


Presentation Slide Decks



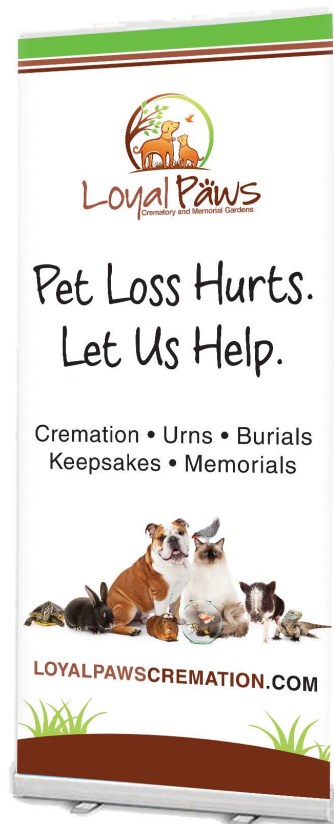
Billboard Design

- ✓ We help create striking billboards for events, public service announcements, fundraising campaigns, and community outreach initiatives.



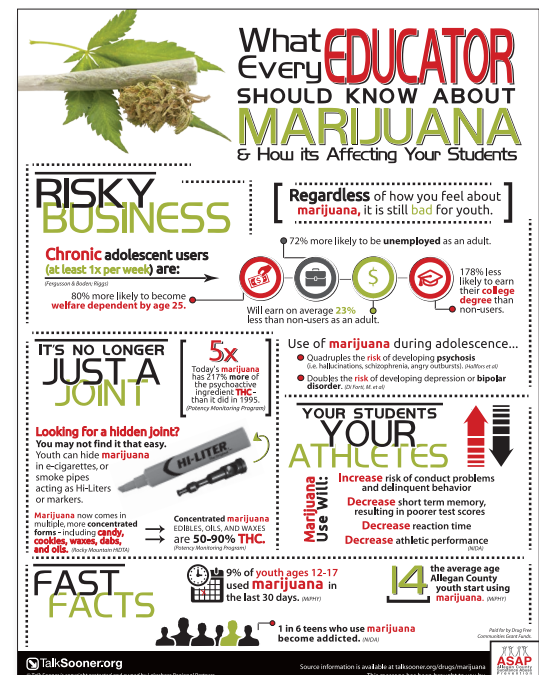
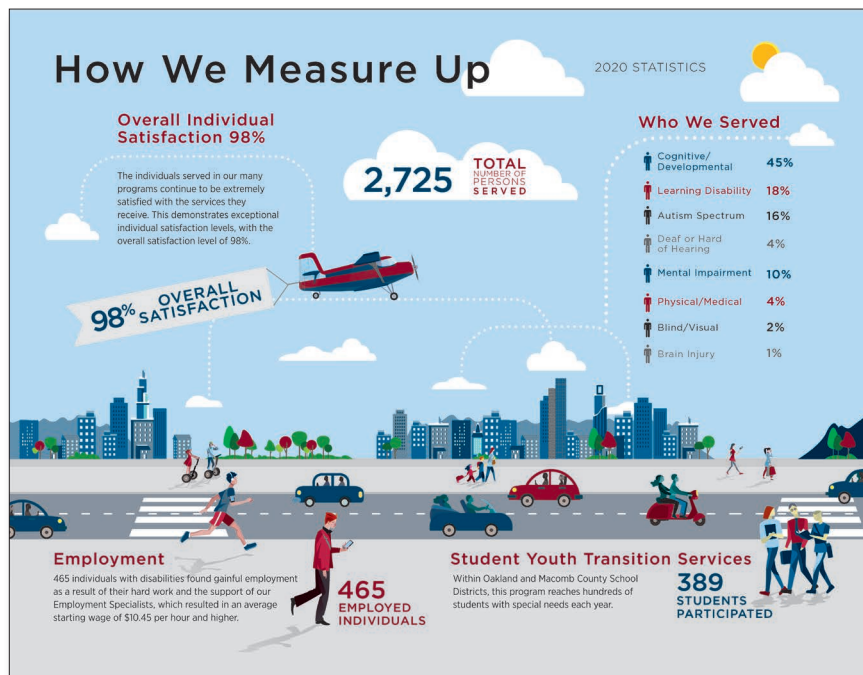
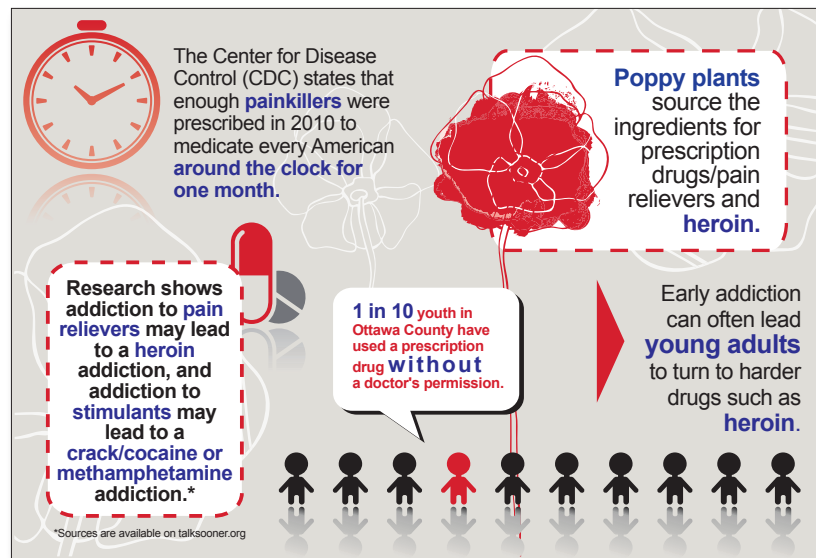
Promotional & Expo Materials

- ✓ We help nonprofits put their best foot forward at expos and events with impactful promotional materials—such as apparel, signs, retractable banners, and tents—all while staying in their budget.



Infographics

- ✓ Sometimes conveying information can be difficult with words alone. Infographics can make information easier to communicate in an eye-catching way.



Survey Result & Findings Reports

- ✓ Sometimes conveying information can be difficult with words alone. Infographics can make information easier to communicate in an eye-catching way.





Want To Learn More?

Schedule a free Zoom call with Vicky to talk marketing, brainstorm any marketing ideas, or simply get feedback on an existing piece.

Free Tools

Please visit our 'Free Tools' page on our website for resources we have developed for nonprofit organizations.