



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 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.

The image consists of two main parts. The top part is a 2020 Annual Report cover for 'New Horizons'. The cover features a red, white, and blue geometric design with four diamond-shaped photo frames containing images of diverse individuals. The text on the cover includes '2020 ANNUAL REPORT', 'Maximizing Employment Opportunities For Individuals Facing Barriers To Employment', and a quote from 'The Community About New Horizons'. The bottom part is a graphic titled 'Individual & Participant Survey Results' showing survey statistics: 97% stated they were given adequate information, 95% stated they were involved in decision making, and 96% recommend the program.

2020 ANNUAL REPORT

Maximizing Employment Opportunities For Individuals Facing Barriers To Employment

What The Community Says About New Horizons

"Susan has been a welcome addition to the Heartfelt Family. She has been here every day with a smile on her face. She takes pride in being on time, doing quality work and completing all her tasks. It is just truly an extra bonus that her job coach, Angie, is warm, kind and diligently supports Susan being successful. We are very pleased with our partnership with New Horizons and look forward to expanding and growing the partnership soon!" - Management at Heartfelt Impressions Learning Center

"We here at the Hampton Inn have been blessed enough to be working with New Horizons. This is an amazing company that helps people train and get ready for the work force. Hampton Inn has been working with them for years and we do not want this relationship to end. New Horizons maximizes employment opportunities for individuals with disabilities working right beside them, giving direction with freedom. You can see the care they have for these individuals, especially job coach Diane Grabowski. She has seen individuals excited to work, with a spark in their eyes. The two most recent placements at the hotel Ryan McAlister, Kyion James and Elizabeth Ray have been doing an amazing job. From training to end, New Horizons has been a pleasure to work with and has amazing company ethics." - Management at Hampton Inn

*Fiscal Year July 1, 2019 through June 30, 2020

Individual & Participant Survey Results

What do previous individuals say about New Horizons after exiting the program?

- 97% stated they were given adequate information concerning the services offered at New Horizons.
- 95% stated they were involved in the decision making process regarding their program.
- 96% stated that they would recommend New Horizons to others.

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



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 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.

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.

Recovery Support



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



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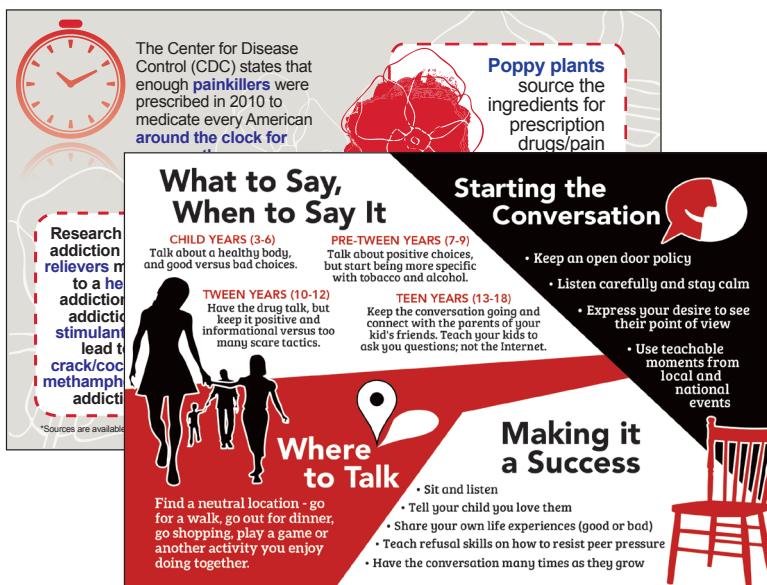
Event Branding & Marketing

- ✓ 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.



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.



Sponsorship Materials

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

Newsletters

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

Oakdale Academy PATRIOT CHRONICLE

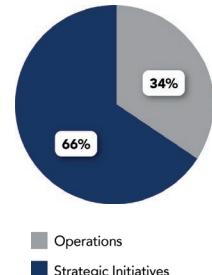


Welcome To Our Inaugural Fall Edition



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.

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.

Category	Business Name
Alpha to Omega Properties	Erinn Schultz Art & Inspiration
Avie & Me by Design	Foster Financial
Buscemi Family Dentistry	Got Nice Home LLC
City Lifestyle – West Bloomfield	Highland House
Communitas Wellness	H & S Propeller
Crossgrain Carpentry	International Industrial Contracting Corporation
D'Agostini Law PLLC	Johnny Black's Public House
Ddaniel Advertising	Kevin's Marine Services
DDSMATCH Michigan	Lake Orion Chiropractic/Disc Centers
Dennis Uniform	The Lakes Church
Detroit Investors Club	The Law Office of Dion Roddy
Digital Marketing Experts LLC	The Law Office of Francis O. Wey PLLC
D L Kusky Services LLC	Luke Humphrey Running
Emray Architectural Millwork	

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

(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  ALLIANCE OF COALITIONS for Healthy Communities	Primary Horizontal  ALLIANCE OF COALITIONS for Healthy Communities	SCREEN PRINT ONLY Spread for screen printing (stroke added to triangle and "Alliance" - rest same)  ALLIANCE OF COALITIONS for Healthy Communities
One Color Imprint Stacked  ALLIANCE OF COALITIONS for Healthy Communities	One Color Imprint Horizontal  ALLIANCE OF COALITIONS for Healthy Communities	SCREEN PRINT ONLY White imprint on dark color  ALLIANCE OF COALITIONS for Healthy Communities
One Color Imprint on dark  ALLIANCE OF COALITIONS for Healthy Communities	Three Color Imprint on dark  ALLIANCE OF COALITIONS for Healthy Communities	

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



Positive Community Norms Training
Working with Youth to Create a Campaign to Promote Healthy and Safe Choices!

About The Training Program

- Designed for students in 8th grade and older
- In-school or after school setting
- Six, 45-minute lessons
- Program schedule can be tailored to accommodate individual community needs

Program Curriculum
At the end of this training, students will be familiar with the Positive Community Norms Framework for Prevention and how to focus on the positive that already exists in their communities to create effective prevention campaigns.

- Lesson 1: Introduction to Positive Community Norms
- Lesson 2: Using Data in Campaign Messaging
- Lesson 3: Creating a Poster
- Lesson 4: Pilot Testing
- Lesson 5: Poster Implementation
- Lesson 6: Evaluation Feedback and Celebration

The Alliance • (248) 221-7101 • info@achmci.org • www.alliancemi.org

ALLIANCE OF COALITIONS for Healthy Communities, THE MONTANA INSTITUTE, Oakland Community Health Network. Federal, State, and/or County funding has been provided through the Oakland Community Health Network - Office of Substance Use Disorders to support the project costs.

Presentation Slide Decks

ALLIANCE OF COALITIONS for Healthy Communities

CREATE A CAMPAIGN

To Reduce Underage Substance Use In Oakland County!

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www.montanainstitute.com © 2019 Jeff Linkenbach & The Montana Institute

A cartoon ostrich wearing a 'POSITIVE NORM' t-shirt is on the right.

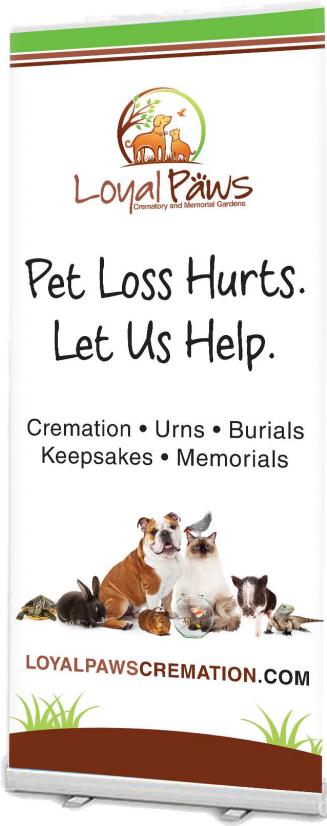
Billboard Design

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



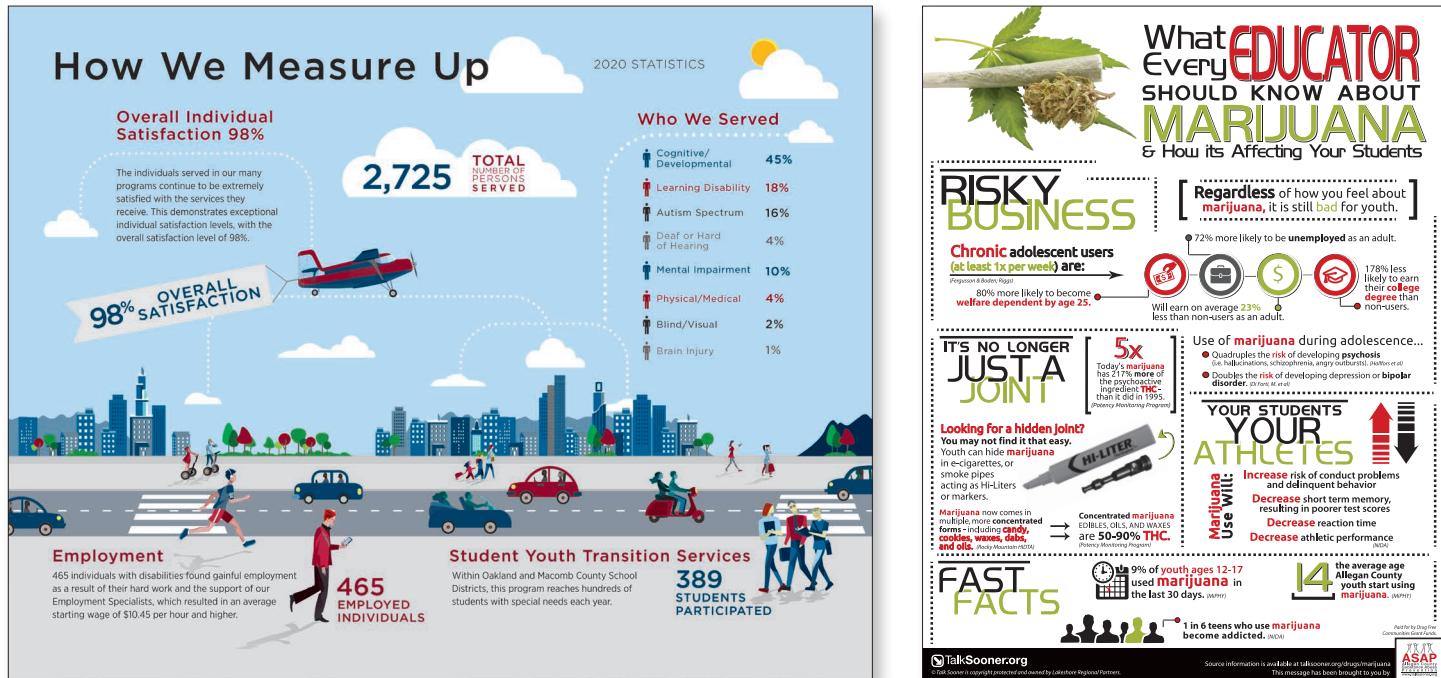
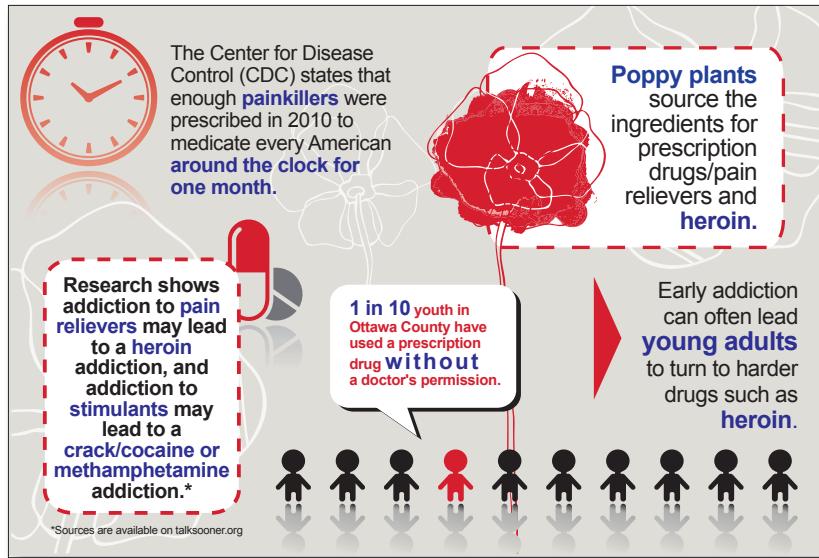
Promotional & Expo Materials

✓ 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.

ALLIANCE OF COALITIONS for Healthy Communities

2022 C KEY REPO

Findings from surveys are p awareness an communities about vaping, and p

VAPE KEY FINDINGS

Overall 7th, 9th & 11th grade students who said that it would be **easy** for them to get **nicotine or THC to vape**

28.5%	21.6%
Nicotine	THC (Marijuana)

Overall 7th, 9th & 11th grade students who responded that their parents or friends felt it is **wrong** or **very wrong** to use e-cigarettes or vaping products

95.2%	75.3%
Parents	Friends

Overall 7th, 9th & 11th grade students who reported that they are **often/always in the presence of others who vape marijuana or nicotine**

9.9%	14.3%
Marijuana	Nicotine

Overall 7th, 9th & 11th grade students who believe **people are at a moderate or great risk of harming themselves** (physically or in other ways) if they **vape an e-liquid with nicotine or THC (marijuana) regularly**

76.8%	70.3%
Nicotine	THC (Marijuana)

Overall 7th, 9th & 11th grade students who are **moderately or very confident** in their ability to **resist vaping**...

88.9 %	89.5 %
Nicotine	Marijuana

Overall 7th, 9th & 11th grade students who have used either an **electronic vapor product** or **vaped an e-liquid with THC (marijuana)** in the past 30 days

Electronic Vapor Product	=	4.2% (n= 201)
E-Liquid Containing THC (Marijuana)	=	3.1% (n= 146)

To download a toolkit for parents, grandparents and caregivers containing information on understanding youth vaping, go to: <https://achc.org/achc-resources/whats-in-your-vape/>



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.