



ATLAS

STRATEGIC COMMUNICATIONS

NONPROFIT PACKAGE | SUMMER 2025



Since the inception of Atlas, we wanted to work on projects we believe in and could throw our whole hearts into. Alongside incredible partners, mentors, and staff—we built Atlas on this very tenant. This passion-first approach personalizes our work in a way that instills a strong sense of purpose for every one of our team members. It does come with challenges, however. Losses are tougher. Resistance can be dispiriting. But at the end of the day, we know that working on transformational projects that make a real, tangible difference in people's lives is the only way we want to work.

Over the eight years Atlas has been in business, it feels like a lifetime of evolution has taken place in society. Our communities have grown. Polarization is accepted, expected even, on many projects and policies. The airwaves are noisy. Advocates for all causes are organizing, launching campaigns for donations, volunteers, and members. Resources are thin. On a recent working walk, we lamented about the societal challenges before us. We wondered aloud how we could take a bigger role in supporting those who are doing the most in our communities. How we, as small business owners with a specific skillset, can show up to make more of a difference. That's where an idea was born. Our bailiwick is creating, planning and delivering avenues for connection, understanding and resonance. We want that resonance to bring rise to action. We want that action to create results. We are a team of people who have passionately leaned into non-profit work in our personal and professional lives. We know that in a world where there is no shortage of problems to solve and people to serve, it is non-profits in the trenches doing the work.

At Atlas, we believe in the power of purpose. We're deeply committed to projects that align with our values and have a meaningful impact. We invest our time, energy, and expertise into making a difference. If a project doesn't inspire us or we don't see the potential for real impact, we respectfully step aside. When we work on something, it's because we truly believe in its importance. With this in mind, we're offering a deeply discounted summer deal for 501c(3)s who could use a strategic plan in any focus area determined by the organization. Whether its internal communications, donor outreach and engagement, membership development, program marketing and retention or even a high-level crisis communications plan – we're offering 65 hours of planning for the price of 20 for the summer to deliver a full one-year to five-year plan for Idaho's non-profits. We highly encourage resource strained non-profits interested in this offer to reach out to partners, corporate sponsors or private donors who may underwrite this cost. Please connect with us if you are interested or know of any organizations that may be. We look forward to helping elevate the good work being done in our community and state by our non-profits.

Yours in community,

AMANDA WATSON

President + Founder

Atlas Strategic Communications

DOUGLAS SELF

Vice President + Partner

Atlas Strategic Communications

Strategic Communications Planning & Consultation

Effective communication strategies start with a clear vision of the end goal. Atlas Strategic Communications will partner with your nonprofit to define desired outcomes, then dedicate 65 hours to crafting a tailored plan at the price of 20 - **a 70% discount offer**. As with any journey, adjustments may be needed as new opportunities or challenges emerge, but our team of experienced professionals will set you up for success with a creative and adaptable 1 year to 5 year communications guide.

STEPS	DESCRIPTION	HOURS ESTIMATED	COST
Client Collaboration	<ul style="list-style-type: none"> Kick-off planning session (2-3 hours) Plan review meeting 	≈10	\$1,500 \$450
Channel Audit	Review existing channels, Determine gaps / redundancies	≈5	\$750 \$225
Goals, Outcomes, Metrics	Define: <ul style="list-style-type: none"> Desired outcomes Project goals How success is measured 	≈5	\$750 \$225
Audience Mapping + Profiles	<ul style="list-style-type: none"> Mapping stakeholders/ service audiences/ donors Research into behavior of audience 	≈5	\$750 \$225
Key Messaging	<ul style="list-style-type: none"> Key phrases Audience-specific messaging Drafting, discussion, edits 	≈5	\$750 \$225
Campaign Development/ Defining Tactics	<i>Including, but not limited to:</i> <ul style="list-style-type: none"> Earned media Social media/ influencer relations Events Crisis communications Advertising / paid media Website design 	≈20	\$3,000 \$900

Defining Tactics (continued)	<ul style="list-style-type: none"> • Brand development • Surveys • Donor campaigns • Gala / Annual Events • Newsletters • Partnerships • Etc.
Drafting Strategic Communications Plan	<ul style="list-style-type: none"> • Content, design, edits, and revisions • 2-5 30 min check-in calls during plan period (depending on hours) 	~16	\$2,400 \$800
TYPICAL TOTAL COST			~\$10,000
TOTAL COST AFTER DISCOUNT			\$3,000

**This offer is subject to agreeable contract terms, including a mission review process of interested non-profits to ensure alignment. Offer will be honored for any work that is contracted in June, July or August of 2025.*

**Tailored to
your priorities.**



- ✓ **IMPROVE INTERNAL OPERATIONS**
- ✓ **ENHANCE PROGRAM EFFECTIVENESS**
- ✓ **STRENGTHEN DONOR ENGAGEMENT**
- ✓ **GROW AND SUPPORT MEMBERSHIP**
- ✓ **MEET SERVICE AUDIENCE NEEDS**
- ✓ **ADDRESS OTHER STRATEGIC PRIORITIES**

Our strategic communications plans are designed with adaptability at their core—because real-world communication never stands still. Our plans are built to evolve as materials circulate and audiences engage, ensuring that messages remain relevant, clear, and effectively delivered. Our deep experience in both proactive and responsive communications will help guide your efforts and ensure your nonprofit stays connected and productive, even as conditions change.