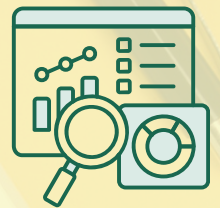




GUIDE

Marketing Campaign Bundles

Timely, Audience Targeted & Engaging



Raise **brand awareness** & **get your audience more involved** with your content





Spring Awareness Boost

Timeframe: March – May

Price: \$1,200 – \$1,500

Perfect For:

For awareness campaigns or post-Q1 audience re-engagement.

Fall Fundraising

Timeframe: September – November
(includes Giving Tuesday prep)

Price: \$1,500 – \$2,000

Perfect For:

For nonprofits running fall appeals or Giving Tuesday campaigns needing quick, compelling assets.

Year-End Reflection

Timeframe: December

Price: \$1,200 – \$1,800

Perfect For:

For organizations sharing impact, thanking supporters, and preparing for January.

Summer Engagement Starter

Timeframe: June - August

Price: \$1,000 – \$1,500

Perfect For:

Small teams that go quiet in the summer and want to keep social active without overcommitting.

Campaign Kickstart

Mini-Bundle

Timeframe: Flexible — great for any pop-up campaign!

Price: \$750 – \$1,000

Perfect For:

For organizations launching pilots or urgent campaigns that need fast, polished, and strategic social.

Campaign Kickstart

Pro

Timeframe: Flexible — great for a 6–12 week pop-up campaign or short-term initiative.

Price: \$4,500 – \$6,000

Perfect For:

For organizations with short-term campaigns, launches, or seasonal fundraising needing steady but short-term support.

On-Demand Add-ons: Options available on pages 10-11 of this guide.

Spring Awareness Boost

Timeframe: March – May

Price: \$1,200 – \$1,500

What's Included:

- Strategy session (30 mins) to identify key spring campaign theme
e.g., Mental Health Awareness Month, Volunteer Appreciation Week
- 6 custom social posts (static or carousel) with copy + graphics
- 2 short-form video scripts or reels edited from user-provided footage
- Caption + hashtag set tailored to each platform
- 1-page campaign calendar

Perfect For:

Nonprofits with an awareness day/week/month they want to highlight, or orgs looking to re-engage their audience after Q1 with a fresh, seasonal story.

Fall Fundraising

Timeframe: September – November (Includes Giving Tuesday prep)

Price: \$1,500 – \$2,000

What's Included:

- Campaign kickoff strategy call (45 mins) focused on Giving Tuesday/Fall appeal.
- 8 custom social posts (mix of graphics & storytelling carousels)
- 1 mini- video or reel designed to inspire donations.
- Simple campaign hashtag + CTA strategy.
- Content schedule leading up to Giving Tuesday/Thanksgiving.

Perfect For:

Nonprofits running a fall appeal or Giving Tuesday campaign who want quick, compelling storytelling assets without a full agency contract.

Reflection & Gratitude Package



Timeframe: December

Price: \$1,200 – \$1,800

What's Included:

- 1-hour strategy session to identify top impact stories + key wins.
- 5 branded year-in-review graphics or carousels.
- 1 “thank you” video script + edit (if footage provided)
- Captions highlighting donor/stakeholder appreciation.
- Suggested posting calendar for December wrap-up + New Year kickoff.

Perfect For:

Organizations that want to close the year strong by sharing impact, thanking donors, members, clients, etc., and setting up momentum for January.

Summer Engagement Starter

Timeframe: June – August

Price: \$1,000 – \$1,500

What's Included:

- Quick content brainstorm (30 mins) to identify summer themes/events.
- 5 engaging social posts (mix of storytelling, behind-the-scenes, or staff spotlights)
- 1 interactive post (poll, Q&A, or carousel)
- Captions + hashtag sets to boost engagement.
- Best practices checklist for summer posting consistency.

Perfect For:

Small teams that go quiet in the summer and want to keep social active without overcommitting.

Campaign Kickstart

Mini-Bundle

Timeframe: Flexible — great for any pop-up campaign

Price: \$750 – \$1,000

What's Included:

- 20-minute strategy call
- 3 custom social posts (graphics or carousels)
- 1 short-form video or reel (using client footage)
- Captions + hashtag set.
- Simple launch plan (who/when/where to post)

Perfect For:

Organizations testing a new initiative, pilot program, or urgent advocacy effort who need a quick, polished social presence to get the word out fast.

Campaign Kickstart

Pro

Timeframe: Flexible — great for a 6-12 week pop-up campaign or short-term initiative.

Price: \$4,500 – \$6,000

What's Included:

- **1-hour Kickoff Strategy Session:** Campaign goals, audience alignment, key messages, and CTA development.
- **Full Campaign Content Plan:** 12-week posting schedule (3 posts/week) with mapped themes.
- **36 Custom Social Posts:** Mix of graphics, carousels, and motion graphics, designed for your platforms.
- **Captions + Hashtag Strategy:** Tailored to each post for maximum engagement.

Continued on next page

Campaign Kickstart

Pro Continued

Timeframe: Flexible — great for a 6-12 week pop-up campaign or short-term initiative.

Price: \$4,500 – \$6,000

What's Included:

- **Weekly Monitoring & Optimization:** Light engagement check-ins and post adjustments as needed.
- **Wrap-Up Metrics Snapshot:** High-level look at reach, engagement, and recommendations for next steps.

Perfect For:

Nonprofits or small organizations running:

- *A time-bound campaign (advocacy push, capital campaign phase, membership drive)*
- *A program launch or pilot initiative.*
- *A seasonal fundraising campaign that needs consistent presence but not a full annual contract.*

On-Demand Add-Ons

Annual & Impact Reports

Details: Year-End Annual Reports and Impact Reports

Price: \$500 – \$1,000

Perfect For:

Nonprofits, small organizations, or community groups looking to showcase annual accomplishments, impact metrics, and donor transparency in a polished, professional format.

Special Web Landing Page

Details: For websites already established with hosting and an initial design in place

Price: \$500 – \$1,000

Perfect For:

Organizations with an existing website that need a dedicated page for a fundraising campaign, program spotlight, or special initiative. Great for highlighting limited-time campaigns, events, or donor appeals.

Onsite Video Interview

Details: One, 1-hour onsite video interview session (to create content)

Price: \$300

Perfect For:

Organizations with compelling stories, staff highlights, or program success narratives. Great for nonprofits or small businesses wanting to capture authentic video content for social media, newsletters, or donor updates.

Virtual Video Interview

Details: Two 30-minute virtual interview sessions (to create content)

Price: \$300

Perfect For:

Teams or individuals unable to meet in person but who want to generate rich storytelling content. Ideal for out-of-state clients or local leaders, program managers, or volunteers sharing insights, testimonials, or project updates.

On-Demand Add-Ons

Continued

Intro to Marketing

LIVE In-Person Workshop

Details: Includes physical workbook, additional worksheets, and digital package access.

Price: \$1,000

Perfect For:

Small nonprofit teams or community-based organizations looking for hands-on marketing training. Includes a physical workbook, worksheets, and digital resources to help staff plan campaigns, social media content, and storytelling strategies.

Intro to Marketing

LIVE Virtual Workshop

Details: Includes digital workbook and additional digital worksheets.

Price: \$1,000

Perfect For:

Out-of-state or local remote teams wanting a concise, practical introduction to marketing basics. Includes digital workbook and worksheets for easy follow-up and reference. Ideal for staff, volunteers, or leadership teams new to marketing.



Contact Us

Boone Logic is a strategic marketing and content development consultancy based in Greater Cleveland, Ohio. Our team consists of highly skilled and experienced professionals who are committed to meeting your needs and exceeding your expectations.

With our customer-focused approach, we strive to deliver customized solutions that are tailored to your specific requirements. We understand that every client is unique, and we take pride in providing personalized services that cater to your individual needs.

Contact us today to learn more about our services and how we can help you grow your business online!

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Marketing Campaign Bundles

