



## ABOUT OUR UNIQUE AGENCY | *the nonprofit's agency*

*Shoestring Creative Group is an award-winning, full-service marketing communications agency that exclusively serves nonprofits. As national leaders in nonprofit communications, our group is committed to providing creative, affordable solutions specifically created to meet the unique needs and challenges of nonprofits. We are one of only a few firms in the country that specializes in serving this unique niche. More importantly, we are dedicated to serving nonprofits regardless of the size of their budgets.*

*In addition to our full-service headquarters, we have a **network of affiliate consultants in cities across the country** that help bring our services and best practices to nonprofit organizations no matter where they are located.*

### **SERVICES OFFERED** | *exclusively for nonprofits*

- full advertising agency services
- strategic marketing communications
- public relations / media relations
- nonprofit branding and logo development
- full creative services (graphic design, writing)

*Shoestring Creative Group was founded on the belief that nonprofit clients should have affordable marketing, graphic design and public relations services and should never rely on leftovers from ad agencies or struggle for attention at the bottom of client rosters.*

## **MISSION + VISION**

- To make high-quality, creative and effective marketing communications services accessible and affordable to nonprofit organizations under a sustainable and socially responsible business model.
- To increase the capacity of nonprofit organizations and further their missions through effective marketing communications.
- To develop best practices in nonprofit marketing communications and provide learning opportunities for nonprofit organizations.
- To raise awareness of the important role nonprofit organizations play in our society and increase public perception/opinion of nonprofit organizations across the country.