

# Communications services



**ADVANCEMENT**  
Associates

## *These services might be important to you...*

- if your organization's public image doesn't convey what you really are.
- if you want to increase the information capacity and usefulness of your website.
- if your organization's logo is outdated and your print materials generate little enthusiasm.
- if you sense a lack of public awareness of your organization and its services.

**Building relationships.** Advancing your mission.

# Communications services

Advancement Associates, Inc. (AAI) guides clients in bringing all communications materials to state-of-the-art quality. The full range of tools includes:

- organizational logo and slogan
- stationery, note cards and business cards
- organizational viewbook or catalog
- brochures, flyers, broadsides
- templates for electronic and printed communications
- a portable exhibit
- website



We review the organization's goals in reaching its constituents, and then offer evaluations of the materials used in that regard. AAI helps key staff members to know which products, if any, need to be updated and suggests options for revisions or for new products.

Upon receiving the organizations plan, AAI assembles a team of independent practitioners who demonstrate best

practices in their respective fields. Thus, AAI realizes the efforts of up-to-date print and web designers, excellent photographers, competent writers and quality printers. We avoid fads and passing fancies. Instead we strive for clean, attractive, accessible and effective communications.



## Consulting in

.....  
**Visioning**  
.....

.....  
**Fundraising**  
.....

.....  
**Capital Campaigns**  
.....

.....  
**Enrollment**  
.....



## A CASE STUDY

Kim Mullins, an executive director at The Marsh Foundation (Van Wert, Ohio), recently wrote to Dan Hess, AAI associate, "The Marsh Foundation has learned so much about the field of communications from you. It was a neglected area at Marsh until we got involved with AAI. We are very pleased with outcome of our work together. Thanks so much."

After a communications audit, AAI recommended an update of the organization's website and literature. Executives and key staff members decided which communications tools suited Marsh's mission, strategies and budget. Dan built a team of artists to create a complete set of print materials and a revision of the website that can be seen at [www.marshfoundation.org](http://www.marshfoundation.org).

*Photos courtesy of AAI clients*



**ADVANCEMENT**  
Associates

866-777-1606 toll free  
[info@advanassociates.com](mailto:info@advanassociates.com)  
[www.advassociates.com](http://www.advassociates.com)

**Building relationships.** Advancing your mission.