



about us

ao non-profit strategies & affairs specializes in creating effective strategies for small to mid-sized non-profits. The point of our venture is to offer services at reasonable prices so that we encourage non-profits to upgrade, update and get on a more even playing field with the rest of the business world. We passionately believe that doing so enables non-profits to better serve more of their target population.

Our solutions start with cross-discipline experience and inquiry and become sound strategies and results that are firmly rooted in your goals. The outcomes are tangible results that continue to be useful and effective for the organization.

services

be prevention skewed, stay legal:

- Non-profit law – while in many ways much like corporate law, non-profit law is in many ways a strange and complex web. We specialize in this field.
- Board issues – yes, we are all liable for overlooked, misplaced or misapplied legal requirements.
- Contracts – while everyone enters into contracts assuming that all will be well, a solid contract will ensure it.
- IRS matters – they are not difficult to deal with after all, but dealt with they must be.
- Entity formation – start off using the right tools for the organizational outcomes you are striving to reach.

strengthen your brand and expand your reach:

- Marketing strategy – our marketing framework – Goals, Audience, Message, Method, Analysis – ensures that you have a clear roadmap to effectively reaching out to your target audiences to achieve your goals.
- Online strategy – is your website helping you meet organizational goals? Should you be on Facebook or Pinterest? How often should you send your e-mail newsletter? We can answer these questions and others so that your online communication is coordinated and effective.
- Website creation and management – update your current site or take on a full overhaul. And, we can help you keep it up-to-date once its complete.
- Collateral design – nonprofits need materials to communicate their impact. We can design your brochures, postcards, annual reports, infographics and more.
- Content writing and management – let us write your newsletter, social media posts, marketing materials, key messages and talking points – or just edit your existing content.
- Signature events – whether you're looking to raise funds, raise awareness or build community, we can design and implement an event for your organization. We also offer event planning templates and ad hoc support, if you prefer to run the event yourself.



source and secure funding:

- Grant research – successful grant funding begins with knowing who to ask. We help you find federal, private and corporate grant opportunities to best fit your needs and programs. We can also help you build relationships with funders.
- Grant writing – we offer a flexible approach to grant writing matched to your budget and capacity. Whether you just want us to review your application or write a proposal from start to finish, we can help.
- Revenue diversification – non-profits cannot live on grants alone. We assess current revenue streams and develop and implement a variety of methods including fee-for-service, fundraising events large and small, online donations, donor development, contracts, sale of products, investments and more.

know and be known to the right audiences:

- Public relations – the general public does think about you. Make certain they are thinking good thoughts.
- Government relations (lobbying) – educating government about your cause and your activities can be life saving.
- Community relations – you partners and perhaps detractors abound; meet the first and repair the latter.
- Coalition building – working together with other like-minded individuals gives all involved more leverage.
- Enhance organizational visibility – before you can bring people to your cause, they have to know you.

improve your organization and your programs:

- Program evaluation – we can rework a program that is having trouble meeting performance measures or improve a program that is already doing well.
- Professional skills trainings – give your staff and board the tools and knowledge they need to be successful. We offer computer skills, speakers training, board development and messaging trainings. We can also design a custom workshop or one-on-one sessions to best meet your needs.
- Strategic plans – our strategic planning approach includes an environmental audit, collecting input from all relevant stakeholders and creation of systems and timelines to ensure the plan is executed and followed up on as necessary

Is there something else you are looking for? **Ask us.**

References available at your request.



partial client list

We work and have worked proudly with the following organizations

- 211Info
- The American Red Cross
- The International Red Cross
- Mercy Corps Northwest
- Easter Seals Oregon
- Boys & Girls Clubs of Portland Metropolitan Area
- Oregon Department of Administrative Services
- City of Portland, Office of Neighborhood Involvement
- City of Portland, Office of Finance Management
- Salem Audubon Society
- 211 - Info
- Portland Habilitation Center
- Community Action Partnership of Oregon
- Oregon Thrives
- Project Clean Slate
- Multnomah Education Service District, E² Foundation
- Housing Northwest
- Catholic Charities
- Disability Navigators, Inc.
- Mobility Rules
- Metro Child Care Development Services, Inc.
- Re-entry Organizations and Resources Alliance (ROAR)
- RL Nunnenkamp Foundation
- Micro-Inventors Program of Oregon
- DBA, A Chamber for Entrepreneurs with Disabilities
- Youth Think
- Portland Volunteer Emergency Registry (VER)
- The Adaptive Riding Institute
- Second Step Housing
- Innovative Housing, Inc.
- Vaerdi
- Irvington Covenant CDC
- Lois D. Cohen Associates
- People Helping People
- Mt. Angel Developmental Programs
- Urban Bridges Inc.
- Bienestar
- Inclusion Inc.
- Innovative Change\$
- Communication Across Barriers
- Poverty Bridge
- Wild Horse Rescue Ranch
- Friends of Salem Senior Center
- Community Pathways