



Anuncier

Let's get your message out

Digital Strategy Blueprint

A structured session to align your mission and goals with your digital presence.

The Problem We See

Most nonprofit leaders we talk to can describe exactly who they serve, why their mission matters, and what makes their organization different. Ask them in conversation and the answer is clear and specific.

But when we evaluate their digital footprint — their website, their social media, how they show up in search and AI — that identity isn't there. What lives in the Executive Director's head never makes it into the digital record. That gap costs donors, volunteers, and the communities you serve.

Digital marketing is crowded. Organizations that can't communicate their mission clearly get overlooked. When different people are managing different pieces — the website, social, email — without a shared strategy, the message falls apart. And now that AI tools are often the first stop when someone is researching an organization, they pull directly from your digital presence. If the foundation isn't there, AI represents you inaccurately — and most nonprofit leaders don't even know it's happening.

Even when leadership knows something needs to change, fixing it feels expensive or like a long commitment. So they put it off, rely on volunteers, or invest in digital efforts that don't connect back to the mission.

What the Digital Strategy Blueprint Is

The Digital Strategy Blueprint (DSB) starts with a conversation. We sit down together and talk through your organization — your mission and goals, the communities you serve, your target audiences, what makes your work different, what your secret sauce is. Most nonprofit leaders can answer these questions. Getting it documented is another story.

From there we evaluate your digital footprint against what you told us. We review your website, your social media, your search presence — and where relevant, your email and donor communication efforts. We're looking for the gap between how you describe your organization and how it actually shows up digitally.

The result is a written document that gives you a clear picture of where you stand and what to do next.

You will receive:

- An evaluation of your current digital efforts
- Where the gaps are — what your digital presence says versus what it should
- Specific recommendations for your website, social media, search, and other digital channels
- Content direction — areas that can drive awareness, donor engagement, and volunteer recruitment
- Tool assessment — making sure the right tools are in place and working for you
- Key KPIs to track going forward, so you can get a quick read on what's working

The DSB document is yours to keep, share with your team or board, or feed directly into AI tools to guide any future digital marketing work.

How It Works (and Your Time Commitment)

Initial Conversation (15 to 30 minutes)

We start with a brief call to get an overview of your organization. We walk through the process, discuss any tools or access we may need, and mutually decide whether it makes sense to move forward.

Deep Dive (1 to 1.5 hours)

We sit down together and talk through your mission, your goals, your target audiences, and what makes your organization different. This is a real conversation, not a questionnaire. The best answers come out naturally — we know how to ask.

Our Evaluation

We analyze everything you shared — along with any additional documentation — and compare it against your current digital footprint. We also run a technical review to identify anything that may be preventing you from showing up in search and AI.

Results Meeting (30 minutes)

We schedule a follow-up to walk through our findings and recommendations — both short-term and long-term — for a stronger digital presence. This is where we hand over the Blueprint document.

Optional: Follow-Up Conversation (30 minutes)

If you want to talk through the findings after you've had time to sit with them, we're happy to include that at no additional cost.

Your total time commitment: approximately 2 to 2.5 hours.

Investment

\$500

One-time cost

The DSB session is a standalone engagement. Many organizations choose to continue working with Anuncier on execution after the session, but that is entirely your call. You walk away with a document you own and can act on however you choose.

Who This Is For

The Digital Strategy Blueprint is built for nonprofit Executive Directors, CEOs, Marketing Directors and leaders who know their mission but aren't sure their digital presence reflects it. It can also supplement a communications or marketing team that wants to take a harder look at their digital efforts.

It's a good fit if any of these sound familiar:

- You've invested in digital marketing and didn't see the results you expected
- You have different people handling different pieces — website, social, email — but nothing feels cohesive
- You know something is off with how you show up online but aren't sure what
- You want to see how your digital efforts are contributing — or not — to donor engagement, volunteer recruitment, or community awareness
- You're growing and your digital presence hasn't kept up with your mission
- You're a newer organization and want to get your positioning right from the beginning
- You're trying to leverage AI tools for outreach but don't have the foundation in place