

## Meet MIA...

the complete **Marketing Impact Assistant** ready to help your nonprofit move the needle and make meaningful change! In partnership with her communications team at TRIO, MIA's mission is to create marketing magic that will serve your organization for years to come. There's a method to the MIA madness proven to save time, money and resources. MIA will create the space you need to focus on what you do best—serve your clients, your donors and your community.



### MIA MAINTENANCE

*It's all in the details! Regardless of which MIA option you choose the following items are mainstays in every package.*

	MIA's Marketing Medley	MIA's Marketing Makeover
Marketing Evaluation <i>(initial)</i>	•	•
Google Analytics Review <i>(one-time review)</i>	•	•
MIA's Monthly Mastermind Subscription <i>(your ultimate marketing mentorship)</i>	•	•
Me Time with MIA <i>(one-hour call)</i>	•	•
MIA's Must Haves <i>(nonprofit's selection)</i>	2	4
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### MIA MUST HAVES

*Be a memorable organization and start with these basics.*

Name Tag Template <i>(for meetings and events)</i>	•	•
Thank You Notes <i>(design)</i>	•	•
3 x 6 ft. Banner <i>(includes printing)</i>	•	•
Business Cards <i>(design for team members with printer recommendations)</i>	2	5
Custom Social Cover & Profile Images <i>(1 per platform)</i>	•	•
4 x 9 in. Rack Card	•	•

### MIA ESSENTIALS

*A magnificent collection of marketing tools essential for every nonprofit.*

Special Event Invitation	•	•
Custom PPT Presentation Template	•	•
Custom Enewsletter Header Image	•	•
#GivingTuesday Eblast <i>(creative and copy)</i>	•	•
Press Releases	2	4
Monthly Blog <i>(up to 750 words)</i>	1	2
Suite of Custom Social Images <i>(includes highlights and story templates)</i>	•	•
Annual Social Content Planner <i>(setup and strategy for a 12-month period)</i>	•	•
Google My Business Support	•	•
Technical Support <i>(hours per month)</i>	1	3



# The MIA Method

With MIA you get the nuts and bolts of marketing without the overhead cost of an employee. This marketing megastar will have you checking things off your to-do list in no time! The best part? By choosing one of two thoughtfully developed packages, you get the customized tools you want, exactly when you need them!

## MIA's Marketing Medley

Build the marketing tool kit that you've always wanted

**\$1,250 / month**  
\$15,000 / year\*

## MIA's Marketing Makeover

Begin your complete marketing transformation

**\$1,800 / month**  
\$21,600 / year\*

*\*Minimum 12-month commitment required. Receive a 10% discount PLUS one free Maven add-on when you invest annually in advance.*

### FOR THE MARKETING MAVEN

**\$900 EACH**

*Ready to bring your A-game? Choose one or more of these multi-purpose add-ons for maximum marketing impact!*

#### Panel Brochure

(design and distribution ideas)

#### Fundraising/Ways-To-Give Fact Sheet

#### Eblast Template

(built in platform of your choice)

#### Custom Presentation Deck

(up to 10 slides)

#### Annual Snapshot Report

(design only; front and back)

### FOR THE MARKETING MAESTRO

**\$1,900 EACH**

*Create your masterpiece! Make your marketing sing by selecting one or more of these a-la-carte projects.*

#### One-Minute Overview Video

(does not include videographer; original content is provided; stock when needed)

#### Custom Print Newsletter

(up to 4 pages, design only)

#### 50-Contact Media Database

(reporters, influencers, bloggers, etc.)

#### Board Report & Analysis

(analytics report on social media, web traffic, blog traffic, etc.)

Join the MIA Movement  @MIAfor nonprofits

For information on how to bring the marketing mojo, contact [mia@trio-solutions.com](mailto:mia@trio-solutions.com) today!