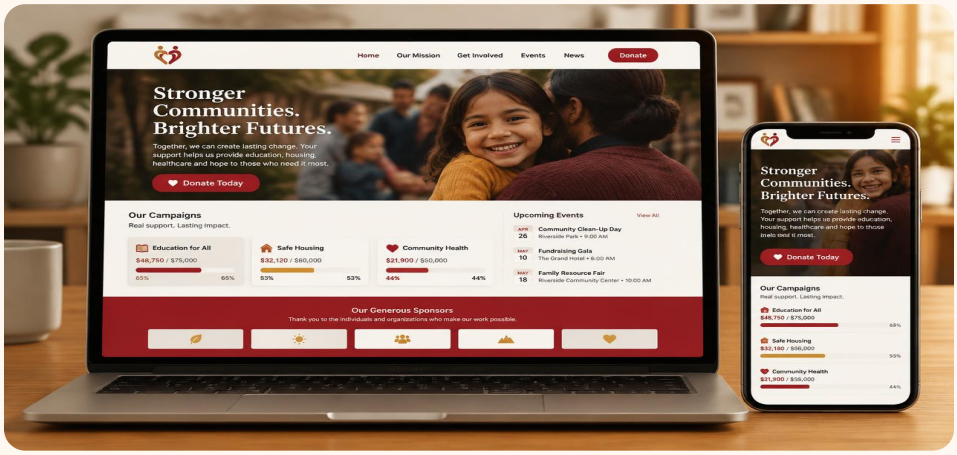
PHOENIXAZ
ad agency

NONPROFIT DIVISION · CAPABILITY STATEMENT

Stop renting your fundraising. Own it.

One connected system for donors, giving, email, texting and events, with your name on it. Set up and supported by a local Phoenix team with 10 years of experience, led by founder Jason Kelly.



BENCHMARK
BEST OF 2026
AWARD WINNER
BusinessRate
Phoenix AZ Ad Agency
Website Designer
Phoenix
Arizona
Powered by Google Reviews

Three Time BBB Torch Award for Business Ethics Nominee

A+ Rating
BBB
ACCREDITED BUSINESS
BBB for Good organization

THE PROBLEM

Your donors are spread across too many apps.

Most nonprofits pay for a donor database, a donation form, an email tool, a texting tool, a calendar and a website, and none of them talk to each other. That costs money every month, and it costs trust with the people who give.

Wrong giving totals

Monthly gifts, one-time gifts and event sponsorships live in different places. A donor who gives all three ways gets a year-end summary that undercounts them.

Awkward asks

Sponsors who paid for a table get the same blast as everyone else, including a request to buy a ticket to the event they sponsored.

Missed giving

Steady monthly donors often don't know how close they are to a goal or limit. A simple progress note invites them to give more.

Staff burnout

Personal thank-yous and follow-ups get done by hand, late at night, or not at all.

The fix: one record per donor, one system, one team.

Every gift, message, event and conversation lands in the same place, so every message you send is accurate and personal.

SAVE THOUSANDS

Stop paying for nine apps.

A typical nonprofit pays for a stack like this every month, often per user. We set up one connected system with your name on it.

TOOL	TYPICAL MONTHLY COST
Donor CRM / database	**$150–$450/mo**
Proposals + e-sign (sponsor packets)	**$75–$215/mo**
Board & sponsor portal	**$75–$300/mo**
Email marketing & newsletters	**$50–$300/mo**
Business texting	**$50–$200/mo**
Scheduling & event booking	**$30–$150/mo**
Event ticketing & check-in	**$50–$250/mo**
Volunteer & HR tools	**$40–$200/mo**
Courses & training	**$40–$150/mo**
Typical monthly stack	$560–$2,215/mo

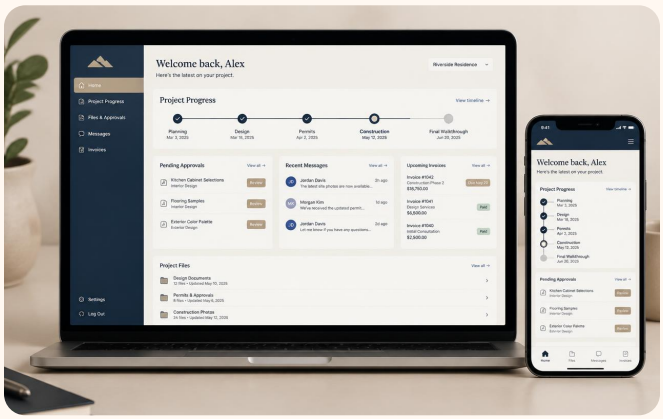
That is about $6,700 to $26,500 a year, before donation-form fees and per-seat upgrades. Ranges are estimates based on common published prices.

- ✓ **No per-seat pricing**
  Add staff and volunteers without paying more.
- ✓ **Connected to your website**
  Forms, donations and sign-ups flow straight in.
- ✓ **Your brand, not theirs**
  Donors see your name and colors, not a vendor's.
- ✓ **Real people to call**
  A local Phoenix team that picks up the phone.

FUNDRAISING & GIVING

Every way people give, in one place.

Already built and running for nonprofits today. Turn on what you need.





Online & recurring donations

One-time and monthly gifts with instant receipts and a donor account.

Giving tiers with perks

Set levels, track who earned which perk, and log when it was sent.

Campaign pages & live progress

A page per campaign or drive with a goal bar that updates as gifts land.

Needs lists

Donors fund specific items or needs, one by one, and see them filled.

Peer challenges & referrals

Invite codes and referral links show exactly who brought in whom.

Raffles

Sell raffle tickets online and run the drawing from the dashboard.

Tax-credit giving pages

Explain state tax-credit giving with the right disclosures built in.

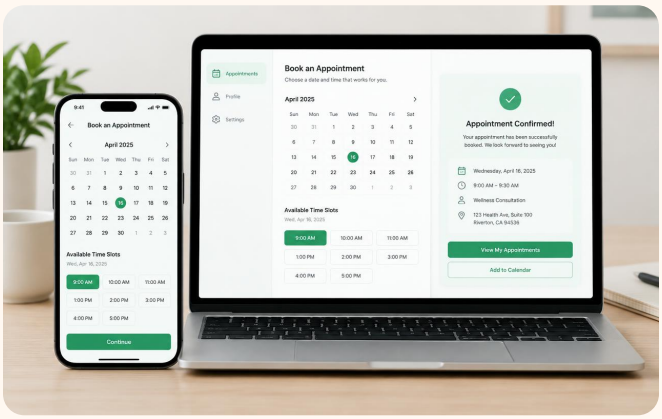
Impact, stories & open books

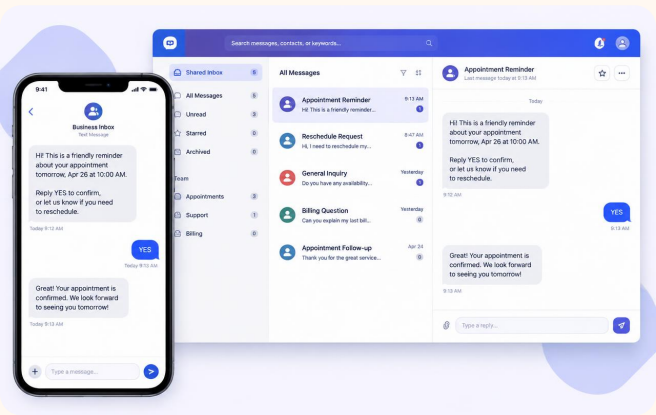
Impact numbers, recaps, stories, and a public financial ledger.

EVENTS & TICKETING

From the invite to the front door.

Sell tickets, scan people in, and thank sponsors without another app.





Event pages & calendar

Public event pages and a calendar, with RSVPs and reminders.

Tickets & ticket types

General, VIP, table and free tickets with online checkout.

Season & multi-event passes

Sell passes and track every use.

QR tickets on any phone

Every ticket and pass carries its own QR code, no printing needed.

QR check-in at the door

Staff scan guests in from a phone and see live attendee counts.

QR drop-off check-in

Donors scan at drop-off spots across town for multi-location drives.

Sponsorships & recognition

Sponsor packages, logos on the site, and digital event programs.

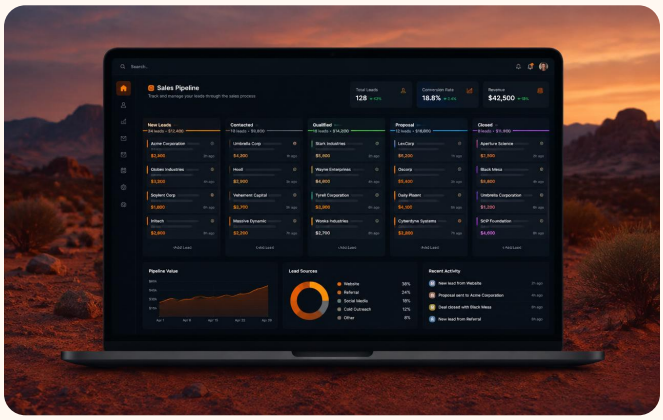
Online waivers

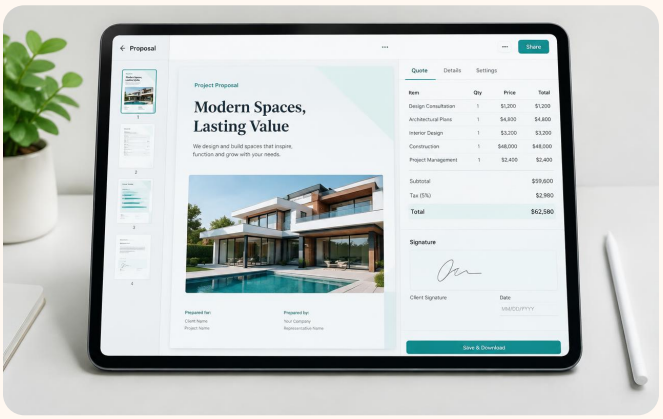
Guests and volunteers sign waivers before they arrive.

DONORS, SPONSORS, VENDORS & PARTNERS

Every relationship, one record.

Know who people are, what they gave, and what you promised them.





CRM

Contacts, tags, a full timeline, calls with outcomes, and follow-up tasks.

Vendor management

Track vendors with tags, contacts, documents and notes.

Partner management

Partner sign-up, verification, tags and a private partner portal.

Proposal Generator

Sponsor packets with packages, add-ons, payment milestones and e-signature.

Board & sponsor portals

Files, approvals, announcements and support tickets in one link.

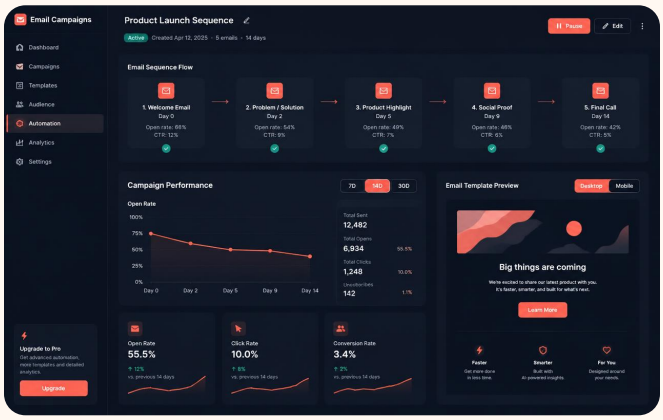
Accounting sync

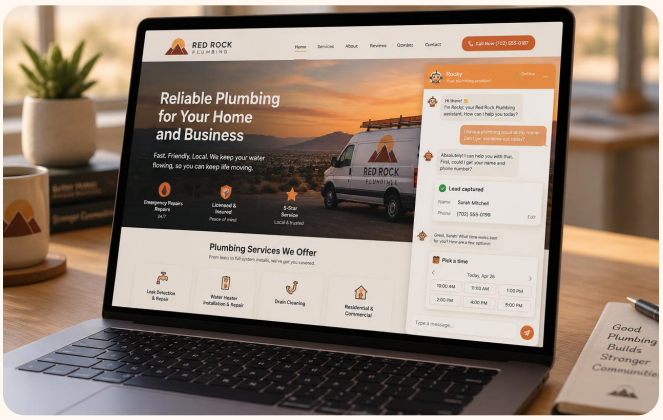
Invoices and payments sync with your accounting software.

EMAIL, TEXT & OUTREACH

Talk to everyone. Personally.

A built-in send engine means no separate email or texting bill.





Email Sending Machine

Campaigns, templates, newsletters and automations that send themselves.

Open, click & reply tracking

See who opened, clicked and replied, per campaign and per donor.

Clean, compliant lists

One-click unsubscribe and suppression lists handled for you.

List upload & enrichment

Upload contacts, fill in missing details and schedule sends.

Two-way texting

Text-to-join keywords, subscriber lists and replies in one inbox.

Calendar & inbox sync

Email and calendar sync, meeting booking and reminders.

AI assistant & chatbot

Answers donor, volunteer and visitor questions around the clock.

PEOPLE: VOLUNTEERS, STAFF & LEARNING

Run the team behind the mission.

Volunteers, staff, training and the families you serve, all on the same system.





Volunteer management

Opportunities, applications, sign-ups, agreements and shift coverage.

HR portal

Applicants, offer letters, onboarding, time off, reviews, benefits and records.

Handbook & training

Policy sign-off with quizzes, training logs and a private concerns line.

Course builder & academy

Lessons, quizzes, progress tracking and certificates.

Career & GED paths

Career pathways and GED readiness for the people you serve.

Case management

Intake, housing tracking, appointments, distributions and care bags.

Emergency assistance funds

Track emergency aid requests, payments and receipts.

IN DEVELOPMENT · COMING SOON

The Donor Management Engine.

We are building a donor tool that sits behind everything above. It knows each donor's full history and decides what to send, when, and how, so every message is accurate and personal.

Five donor tiers, five different conversations

1
Monthly givers
Impact updates and steady thanks.

2
Monthly + appeal responders
Milestone and matching-gift appeals.

3
Event sponsors
VIP thank-yous; never a ticket ask.

4
Givers at their limit
No money asks; invitations to lead.

5
Major donors
Routed to leadership for 1:1 care.

What's built in

One record per donor
Recurring, one-time and sponsorship gifts combined into one true lifetime total.

Smart rules before every send
Checks gift history, how recent it was, and progress toward a goal before a message is queued.

AI-personalized messages
Notes that cite each donor's real giving, written in your voice.

Built-in email engine + newsletters
No outside email service to pay for.

Two-way texting and call routing
Replies answered automatically; callbacks routed to volunteers and logged.

Event playbooks
Same-day invites, RSVP follow-ups, directions and calendar links.

How we roll it out

PHASE 1
Clean & combine donor data

PHASE 2
Set the five tiers

PHASE 3
Communications integration

PHASE 4
Staff, leadership & volunteer coordination

PHASE 5
Analytics & event management

WHY PARTNER WITH US

The smart play: one banner, one team.

Phoenix AZ Ad Agency's Nonprofit Division brings your fundraising in-house on a system that is easy to use, with a local team behind it.

Save thousands

Replace a stack of monthly subscriptions with one connected system and no per-seat fees.

One easy system

Donors, gifts, email, texting and events in one place your whole team can learn in an afternoon.

Local, proven support

10 years of experience and a Phoenix staff you can meet in person, led by founder Jason Kelly.

Getting started is simple

1. **Talk**
   A free call to learn your goals and current tools.
2. **Set up**
   We build, brand and connect your system and move your data.
3. **Train & support**
   Hands-on training, then a local team on call.

Trusted and accountable

A+ Rating · BBB ACCREDITED BUSINESS

A BBB for Good organization with an A+ rating.
Three Time BBB Torch Award for Business Ethics Nominee.

Security & compliance

Built on SOC 2 Type II and ISO 27001 certified infrastructure.

SOC 2 Type II · **ISO 27001:2022** · **GDPR**

AFFILIATIONS & RECOGNITION

Recognized, accredited and local.

AWARDS & RECOGNITION



















MOST REVIEWED IN PHOENIX









CREDENTIALS











COMMUNITY & NONPROFIT PARTNERS















AFFILIATIONS & PARTNERS

Partners who stand behind our work.

















Jason Kelly

Founder · Phoenix AZ Ad Agency, Nonprofit Division

480-686-7775 · jason@phoenixazadagency.com

200 E Van Buren St, Floor 4, Phoenix, AZ 85004

Scan to contact us