

90-Day Nonprofit Campaign Kit

A complete campaign system your organization can implement internally

About

Many nonprofits run important programs and initiatives but **struggle to communicate them in ways that help audiences clearly understand their purpose and significance.**

This campaign kit helps organizations translate their work into a structured 90-day narrative, where posts build on one another to **reinforce key messages and help audiences see why the initiative matters.**

When implemented, the campaign helps organizations maintain a consistent communications rhythm that **activates ongoing engagement with programs instead of siloed, disconnected posts that fail to build momentum.**

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What the kit includes:

- campaign goal and key message
- campaign structure that can be replicated for future campaigns
- 90-day campaign calendar with suggested posting schedule
- Text for graphics and captions for up to 12 social media posts

Typical Campaign Uses

- Advocacy Campaigns
- Public Education Campaigns
- Program and Initiative Campaigns
- Event Campaigns
- Movement and Community Engagement Campaigns

Investment

90-Day Nonprofit Campaign Kit
\$4,500

Optional Campaign Extensions

Extended Campaign Content
\$2,500 per 12 posts

Graphics and Visual Design Creation
\$3,000 per 12 posts

Toolkit or Handbook Development
Custom pricing

Optional campaign extensions may add approximately two weeks to the delivery timeline.

Delivery Timeline

Campaign kit delivered within 14 days of project start.

Organizations then implement the campaign internally over the following 90 days.

ABOUT ME

Ysabel Garcia is a Digital Communications Strategist who works with social impact organizations to design campaigns that help **translate complex social issues and community initiatives into clear public communication.**

Drawing on a decade of experience as a suicide prevention and social justice trainer, she is highly experienced in navigating difficult conversations around crisis, violence, and oppression. That experience informs her approach to communications: **structuring messages that help audiences move from confusion, awkwardness, and fear toward curiosity and compassion about taboo issues.**



Her work includes **campaigns for advocacy efforts, public education initiatives, organizational programs, and community events**, using sequenced messaging and accessible language to help audiences understand why an issue matters.

Ysabel holds a Bachelor's degree in Child Psychology and a Master's degree in Public Health, bringing **knowledge of human development, systems thinking, and social context to the design of communication strategies.**