

The background of the top half of the slide features a repeating pattern of concentric circles, each centered within a square grid cell. The circles are rendered in a lighter shade of purple than the grid itself, creating a subtle, textured effect.

ELEVATION

Empowering Nonprofits Through Digital Transformation: A Call for Foundation Support

October 7th , 2024

WHY US

Since 2007

600+ Websites

\$10MM managed every year in
Online Marketing Campaigns

Traditionally, technology and nonprofits
have existed in separate worlds.

At Elevation, we are bridging this
longstanding gap by combining these two
ostensibly different industries into one.



Top 4 reasons why nonprofit choose Elevation

1. Specialized in Nonprofits

Experienced. Focused. Mission-Driven. With our team, you don't just get a web design agency— you get a true partner attuned to your particular needs and challenges as a nonprofit. Why accept anything less?

2. Our Team

We've walked in your shoes. Composed of former nonprofit staff and volunteers, our team knows the challenges you face every day and is prepared to take your mission as seriously as our own.

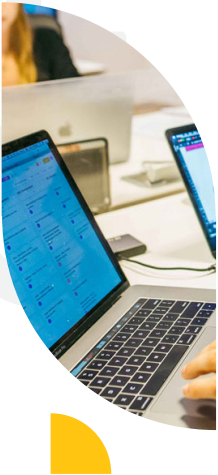
3. Affordable Prices

Twice the quality at half the cost to demonstrate our ongoing commitment to big ideas backed by small budgets.

4. Our Values

Celebrating diversity, embracing inclusion, learning continuously, and going the extra mile: inspired by the nonprofits that we serve, our values guide the missions that we stand behind.

WHAT WE DO



Digital

These days, nonprofit's need more than just any old website to stand out in the crowd. That's where we come in.

At Elevation, we've perfected the nonprofit website, the core of your digital presence. From content strategy and user experience to visual design and development, our experts are with you every step of the way. Come see firsthand how a custom-designed digital experience will drive your nonprofit to new heights.

Marketing

Non Profit's message deserves to be heard, and we can bring it to the widest audience possible. Grow website traffic and your community with a full suite of tools, analysis and strategy including search engine optimization and search marketing.

Branding

We're here to support your mission with any service you might need, from quick image fixes to total brand overhauls. Our design services build trust and name recognition by helping you communicate Non Profit's values consistently across platforms.



OUR TEAM

A dog-walker for an animal shelter; a grant writer for scholarship programs; a human rights advocate in international relations—these are just a few of the profiles you'll encounter at Elevation.

We don't just work with nonprofits; we work for them, too. From hospital candy-striper to medical researcher, we have rolled up our sleeves and put boots on the ground for a cause we believe in. Underneath the digital media expertise, we are change-makers at heart.



OUR WORK



Western
National Parks
Association



UCLA



THE FUNDING GAP



THE PROBLEM



- Many nonprofits lack access to quality technology and digital solutions due to funding limitations.
- Digital transformation is key for nonprofit growth, and underfunded organizations are falling behind.
- We've seen firsthand how nonprofits struggle to meet their potential without adequate funding for digital tools.

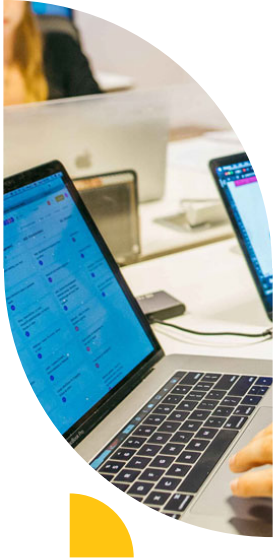
THE SOLUTION

Foundation funding can play a critical role in addressing this gap. By offering financial support, foundations can help underserved, high-impact nonprofits gain access to the digital tools they desperately need to fulfill their missions. With the right digital infrastructure, these organizations can improve their efficiency, reach wider audiences, and better engage their supporters.

The best place to start?

Our Google Ad grant management service →

GOOGLE AD GRANTS



High Impact Marketing

\$10,000 Monthly Ad Credit

Qualified nonprofits can receive up to \$10,000 per month of in-kind Google Ads, helping them promote their missions and appear at the top of search results.

No Expiration, Just Good Standing

The grant has no expiration date, but nonprofits must maintain good standing to continue benefitting from the program without needing to reapply.

You can [learn more here](#)

How do we help them close the gap?

We ensure nonprofits meet eligibility criteria, oversee their applications, create effective ad strategies, and optimize user engagement.

In short, we guarantee that the allocated funds maximize the ROI for their missions.



Smart investment, big payoffs

Our professional management plans range from \$5-8k per year, which is less than the typical grant utilization we deliver in a single month (~\$8.5k). This represents the highest impact marketing strategy in our entire service lineup.

A transformational opportunity

Every year, more than 300 nonprofits with inspiring missions are forced to decline our services due to lack of funding, representing lost opportunities to make an impact in their communities across a wide range of service areas such as hunger and homelessness prevention, early childhood education, conservation, and more.

We are looking to cover that gap through funding of \$6.2k per nonprofit annually, fully absorbing the cost of our most popular Google Ad Grant Management plan for an introductory year and ensuring effective takeover by the nonprofit in subsequent years.

This brings our collective annual funding requirement to \$1.9 MM. Contact us today to get involved in this exciting opportunity!

