

PORTFOLIO

Purple Heart Foundation

MARKETING DIRECTOR



STYLE GUIDE

Logos:



Fonts:

BEBAS NEUE

Montserrat

COLORS



#PURPLEHEARTSTRONG



MULTI-CHANNEL MARKETING



- SOCIAL MEDIA
- WEBSITE
- DIGITAL ADS
- EMAIL
- DIRECT MAIL
- TELEVISION
- RADIO



\$150,000
RAISED ANNUALLY



\$70,000
RAISED ANNUALLY



PARTNERSHIPS



PURPLE HEART FOUNDATION

FEATURED ON

MILITARY MAKEOVER
WITH Montel

AIRING ON **Lifetime** SEPT 2ND



PURPLE HEART FOUNDATION

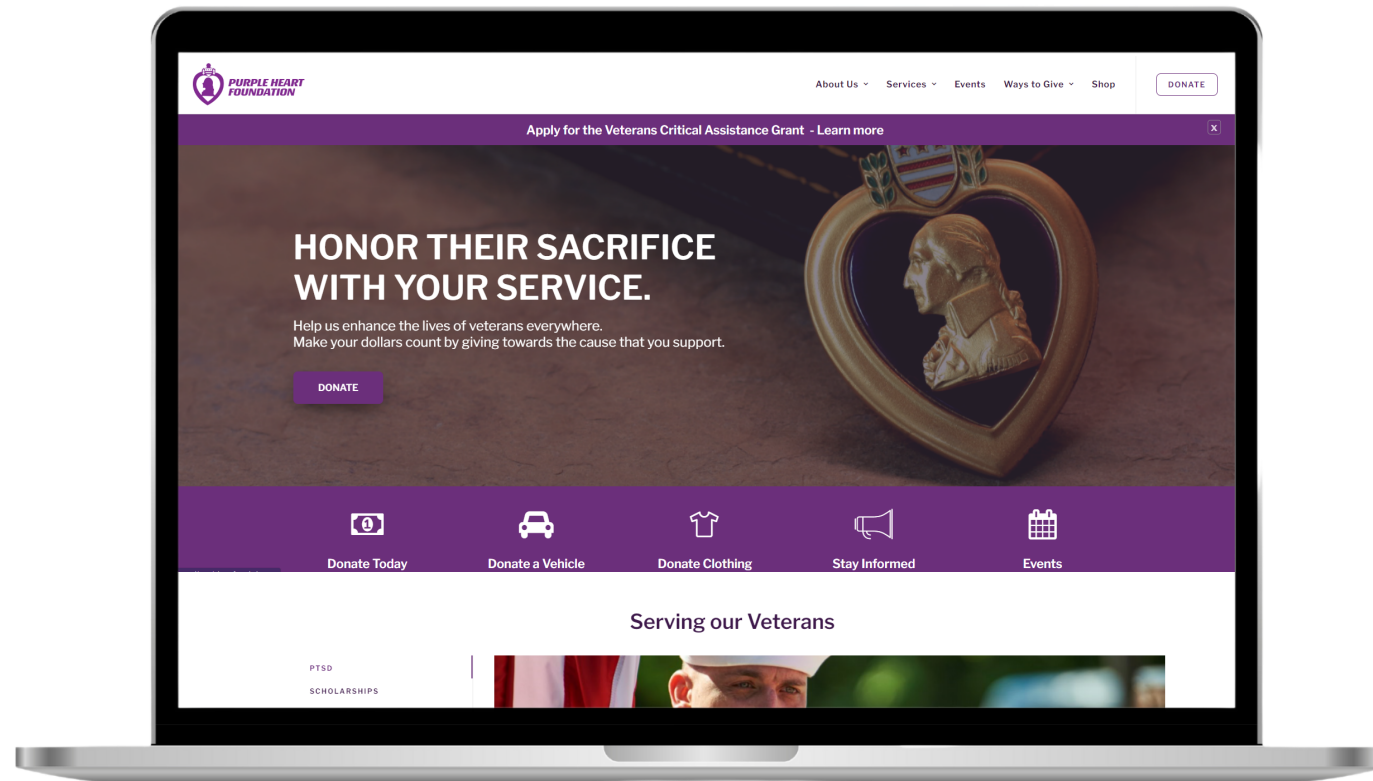
ZINTEX
REMODELING GROUP

Rebuilding Together

2022
DATE:

PAY TO THE ORDER OF: **FREE Bathroom Remodel for a Texas Veteran**

Web Design



I New brand with the design of their website and online profiles.

E-commerce

1. **DIVERSIFY REVENUE STREAMS:** E-COMMERCE CAN PROVIDE A NEW SOURCE OF REVENUE FOR NONPROFITS, WHICH CAN HELP TO DIVERSIFY THEIR FUNDING STREAMS AND REDUCE RELIANCE ON TRADITIONAL SOURCES OF FUNDING.
2. **EXPAND REACH:** BY SELLING PRODUCTS OR SERVICES ONLINE, NONPROFITS CAN REACH A WIDER AUDIENCE THAN THEY MIGHT BE ABLE TO THROUGH TRADITIONAL FUNDRAISING METHODS.
3. **RAISE AWARENESS:** E-COMMERCE CAN ALSO BE USED AS A TOOL TO RAISE AWARENESS ABOUT THE NONPROFIT'S MISSION AND ACTIVITIES.



Optimize ways to give throughout



WAYS TO GIVE

Vehicle Donations

Donate your car, boat, motorcycle or other vehicle to provide for quality programs that help veterans across the country.

[DONATE YOUR CAR](#)

Enhanced branding



PHF WEBSITE TRAFFIC (LAST 3 WEEKS)

■ Organic Search ■ Direct ■ Referral ■ Email ■ Social
Other



WEEKLY REPORT

DEC 12 - 18



5 Giving Tuesday

Dec5-11 (3 VS 1 email)
nails than the previous

ADS & ANALYTICS

Ad · <https://www.discovertoday.co/>

Purple Heart Donate - Now

Find Purple Heart Donate. Now with us! Search For Purple Heart Donate at Discovertoday.co. Search Now. Awesome Info. Updated Info. Latest Today. Find it Here. Get Latest Info. Get More Results. Fast Response. Relevant Results. More Info. Services: Answers, Information.

Ad · <https://www.purpleheartfoundation.org/>

Purple Heart Foundation - Make A Difference

The Purple Heart® car donation process has never been easier. Assists In Identifying And Helping Homeless Veterans. Support our veterans. Tax Deductible. Donate Your car. Highlights: Volunteering Option Available, Events Available.

[Free Pickup](#) · [Grants Application](#) · [Browse Resources](#) · [PTSD Resources](#) · [Newsroom Center](#)



UTILIZE WEEKLY MARKETING REPORTS TO
ANALYZE LEADING & LAGGING INDICATORS
TO IMPROVE PERFORMANCE OF ADS, WEB
TRAFFIC, AND SOCIAL MEDIA.



PRINT MEDIA

Reports



Brochures



Flyers