



2026 MARKETING PROPOSAL

PRESENTED TO
EARTHEN VESSELS
WOMEN'S RECOVERY

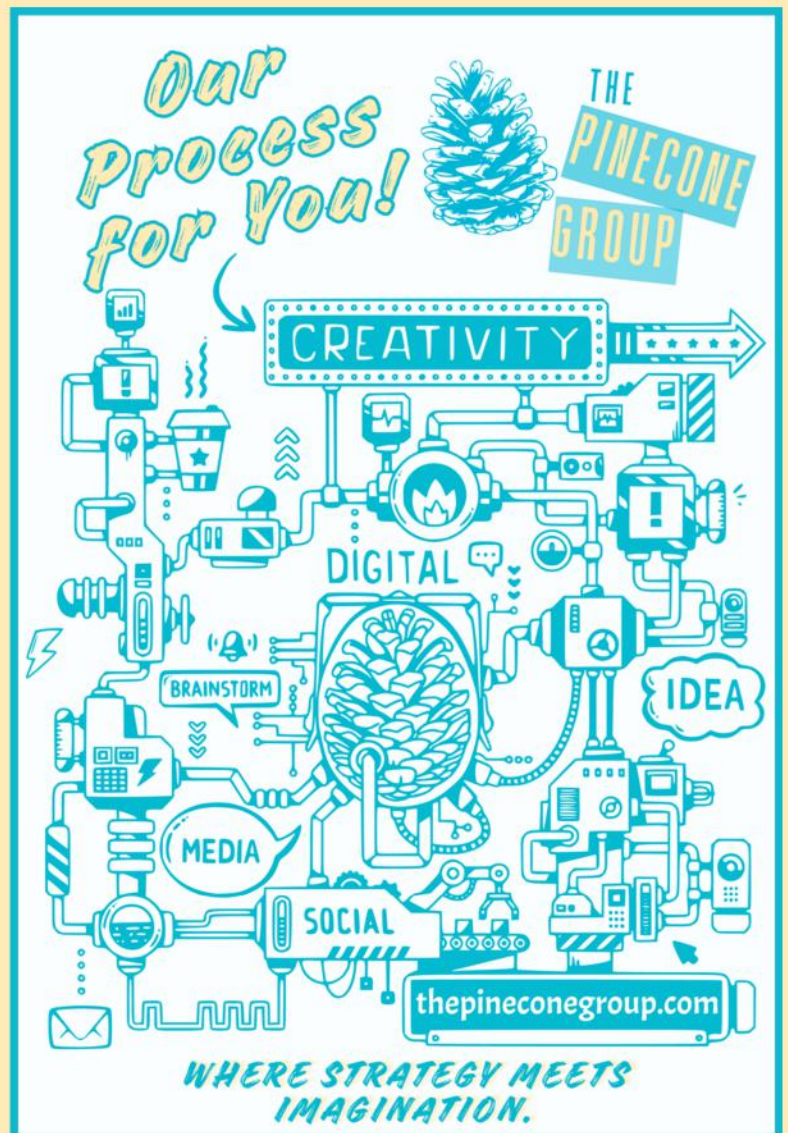
Prepared For :
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About Us

The Pine Cone Group LLC

We deliver strategic, high-quality design solutions that help businesses stand out and grow. We combine creativity with clear purpose—developing branding, marketing, and digital assets that communicate effectively and leave a lasting impact. Our focus is on elevating your brand with polished, professional design that builds recognition, strengthens trust, and drives results.





2026 MARKETING PROPOSAL

EXECUTIVE SUMMARY

The Pine Cone Group LLC is honored to present this 2026 Marketing Proposal for Earthen Vessels Women's Recovery, a ministry dedicated to helping women rebuild their lives through faith, structure, and restorative community. Our goal is simple: strengthen the organization's visibility, deepen donor trust, and increase sustainable funding that allows the mission to expand its reach and impact.

In 2026, our team will focus on three core pillars:

1. Improving Outreach & Community Awareness
2. Increasing Donor Contributions via Zeffy
3. Designing & Launching a New Custom Website



STRATEGIC APPROACH

1. Outreach & Audience Growth

Goal: Expand the organization's reach through consistent storytelling, social engagement, and community relationships.

Key Initiatives:

- Weekly social media posts highlighting impact stories, staff, volunteers, and resident progress
- Monthly email newsletters designed to strengthen supporter relationships
- Quarterly impact updates showcasing real transformation
- Outreach to churches, civic clubs, and community partners
- Development of media-ready stories and press opportunities
- Creation of storytelling-based video content for social platforms

2. Donor Growth & Zeffy Integration

Goal: Strengthen donation flow, build recurring support, and enhance donor stewardship.

Key Initiatives:

- Optimize all donation pathways through Zeffy
- Create suggested-giving tiers and a recurring Monthly Support Club
- Launch seasonal campaigns (Spring Appeal, Fall Fundraiser, Giving Tuesday)
- Personalized thank-you communications for all donors
- Donor segmentation to target first-time, recurring, lapsed, and major donors
- Quarterly donor impact reports designed for transparency and trust

3. Custom Website Development

Goal: Build a modern, fast, mobile-responsive site that converts visitors into supporters.

Key Elements:

- Fresh visual branding that conveys hope, transformation, and credibility
- Optimized navigation with clear messaging and calls to action
- Dedicated pages for mission, programs, stories, donations, events, and volunteer options
- Photo/video storytelling integrated throughout
- Automated email collection + newsletter signup
- SEO foundation for higher Google visibility
- Integration of Zeffy donation tools across the site



2026 MONTH-BY-MONTH MARKETING PLAN

January — Foundation & Vision

Website planning, messaging development, social media kickoff, donor system setup.

February — Storytelling & Donor Warm-Up

Testimonial collection, “Heart for Recovery” mini-campaign, partnership outreach.

March — Website Buildout

SEO setup, content creation, “Women’s Voices” story series.

April — Pre-Launch Engagement

Sneak peeks of the new site, donor micro-campaign, press preparation.

May — Website Launch

Full launch, announcement campaign, automated donor welcome series.

June — Summer Visibility

Impact report, SEO review, “Summer of Second Chances” storytelling.

July — Mid-Year Donor Drive

Lapsed donor outreach, social ads testing, website analytics review.

August — Community Integration

Community info session, sponsor-a-room donor option, volunteer highlights.

September — Monthly Giving Club Launch

“Circle of Restoration” recurring donor program.

October — Fall Fundraising Season

Video storytelling, major fundraiser, high-impact donation appeals.

November — Gratitude Month

Thank-you campaign, Giving Tuesday preparation, donor features.

December — Year-End Giving Push

Daily impact stories, Zeffy-driven giving campaign, annual report draft.

CONCLUSION

With this strategic plan, The Pine Cone Group LLC will help Earthen Vessels build a stronger, more visible, and more financially supported ministry—empowering the organization to reach more women, change more lives, and expand its mission with confidence.

INVESTMENT & PARTNERSHIP STRUCTURE

The Pine Cone Group LLC is committed to coming alongside Earthen Vessels Women's Recovery as a mission-aligned partner. Because we deeply believe in the work being done and the lives being transformed, we are willing to absorb a significant portion of the upfront costs associated with implementing this 2026 marketing plan.

Rather than charging full agency rates for website development, digital content creation, campaign setup, and ongoing marketing execution, we structure this partnership in a way that reduces the financial burden on the ministry while ensuring long-term sustainability.

Included Investment by The Pine Cone Group LLC

The Pine Cone Group LLC will absorb substantial portions of the following services:

- Custom Website Development
- Full design and build of a modern, mobile-responsive, SEO-optimized website tailored to the mission and messaging of Earthen Vessels.
- Email Marketing & Fundraising Setup
- Creation of automated donor welcome sequences, newsletter templates, and seasonal fundraising campaigns.
- Digital Content Creation
- Storytelling-based social media graphics, impact reports, donor materials, and promotional assets.
- Campaign Strategy & Execution
- Planning, scheduling, and managing donor appeals, Giving Tuesday promotions, website launch campaigns, and donor club rollout.

This approach allows Earthen Vessels to receive a level of professional marketing support that would typically require a high upfront investment, while keeping immediate financial impact to the organization low.

Monthly Hosting & Support Fee

To maintain and support the website year-round, The Pine Cone Group LLC will provide:

- Website hosting
- Security monitoring
- Updates, backups, and performance optimization
- Up to 1 hour per month of minor site edits or content adjustments

Cost: \$49.99 per month

Reimbursable Expenses

Any necessary expenses paid directly by The Pine Cone Group LLC on behalf of Earthen Vessels—such as advertising spend, software subscriptions, premium plugins, printing, media buys, or specialty production—will be invoiced to the organization at cost plus a 35% premium.

This premium covers:

- Administrative time
- Management and execution
- Processing fees
- Account oversight
- Vendor coordination
- Risk absorbed by The Pine Cone Group LLC in fronting expenses

This ensures all campaign tools and deliverables are executed efficiently while allowing the organization to focus solely on mission—not logistics.

Summary of Investment Structure

Component	Cost
Website Development	Absorbed by The Pine Cone Group LLC
Digital Content Creation	Absorbed by The Pine Cone Group LLC
Email & Donor Campaign Setup	Absorbed by The Pine Cone Group LLC
Campaign Strategy & Execution	Absorbed by The Pine Cone Group LLC
Website Hosting & Support	\$49.99/month
Reimbursable Expenses	Cost + 35%

A Partnership Rooted in Mission

Our goal is simple: to make it easier for Earthen Vessels to focus on transforming lives while we handle the digital infrastructure, communications, and strategic fundraising systems that allow the organization to grow sustainably.

We believe in the mission.

We believe in the women you serve.

And we are committed to walking alongside Earthen Vessels as a long-term partner in impact.

