

*nonprofit*  
*marketing*  
PROS

# PORTFOLIO

[www.NonprofitMarketingPros.com](http://www.NonprofitMarketingPros.com)

[work@NonprofitMarketingPros.com](mailto:work@NonprofitMarketingPros.com)

# WELCOME

Thanks for your interest in our digital marketing services. We would be honored to discuss your needs to see if we are a good fit for each other.

In this portfolio, you will find some examples of work we have done with some of our past/current clients.

After you have reviewed the materials, please schedule a call with us so that we can discuss your needs further!

Chris Waston  
CEO, NonprofitMarketingPros.com

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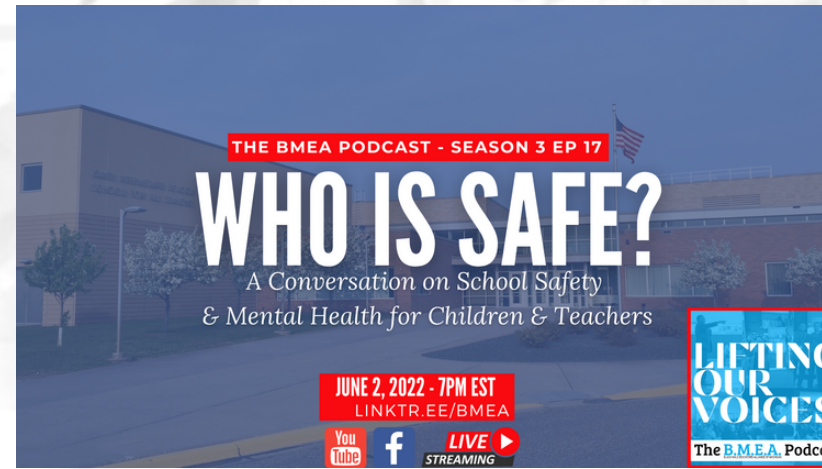
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# GRAPHICS AND SOCIAL MEDIA

## BLACK MALE EDUCATORS ALLIANCE

- CREATED BRAND COLOR STRATEGY AND COLLATERAL
- PIONEERED WEEKLY PODCAST VISUALS AND MARKETING MEDIA
- IMPLEMENTED FUNDRAISING, CONFERENCE MEDIA AND E-COMMERCE MERCHANDISE DIRECTION



## LAM CHRISTIAN CHURCH

- EVENT AND COMMUNITY OUTREACH MEDIA
- IMPLEMENTED DIGITAL COLLECTION PLATFORM
- LAUNCHED WEEKLY VIDEO STREAMING VISUALS, E-CONFERENCES, AND MORE...



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# WEBSITE DESIGN AND DEVELOPMENT

## BLACK MALE EDUCATORS ALLIANCE

Our web design process begins with a thorough consultation, during which we'll work with you to understand your organization's goals, target audience, and key messages. From there, our team of designers will create a custom website that is tailored to your specific needs and designed to convert visitors into donors, volunteers, and supporters.

Our web design services include:

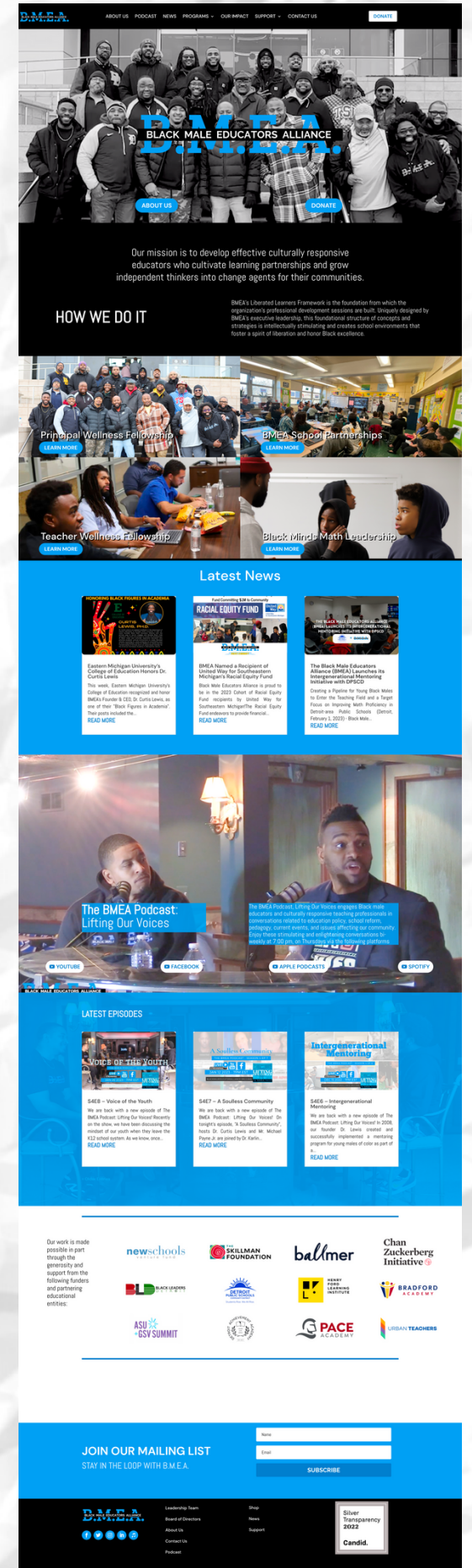
- Custom website design
- Responsive design (mobile-friendly)
- Content management systems (CMS) integration
- E-commerce solutions
- Search engine optimization (SEO)
- Website maintenance and updates

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[View Website](#)



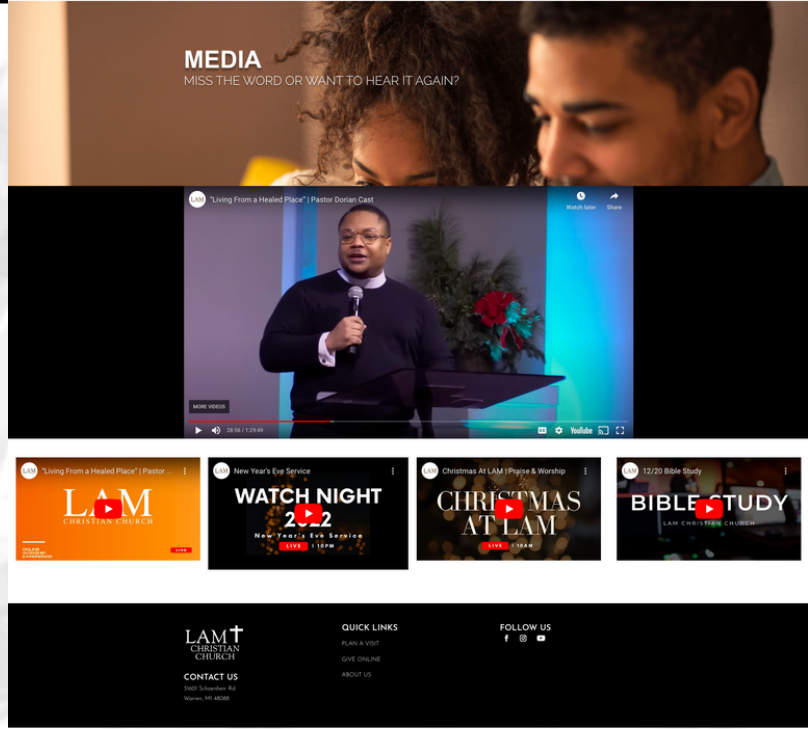
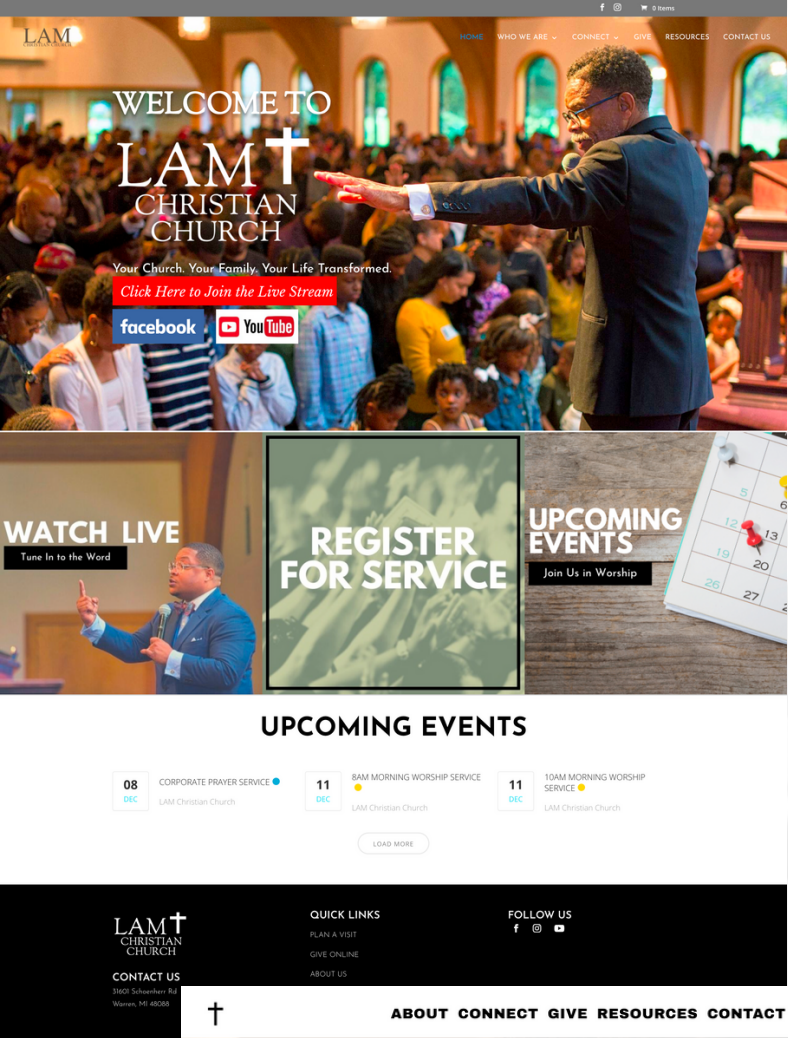
# WEBSITE DESIGN AND DEVELOPMENT

## LAM CHRISTIAN CHURCH

At NPMP, we understand that your website is often the first point of contact for potential donors, volunteers, and supporters. That's why we take a strategic approach to web design, ensuring that your website not only looks great but also effectively communicates your mission and drives conversions.

For LAM Church it was essential to have a site that allowed for live stream viewing, donation acceptance, and member form submissions.

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[View Website](#)

# WEBSITE DESIGN AND DEVELOPMENT

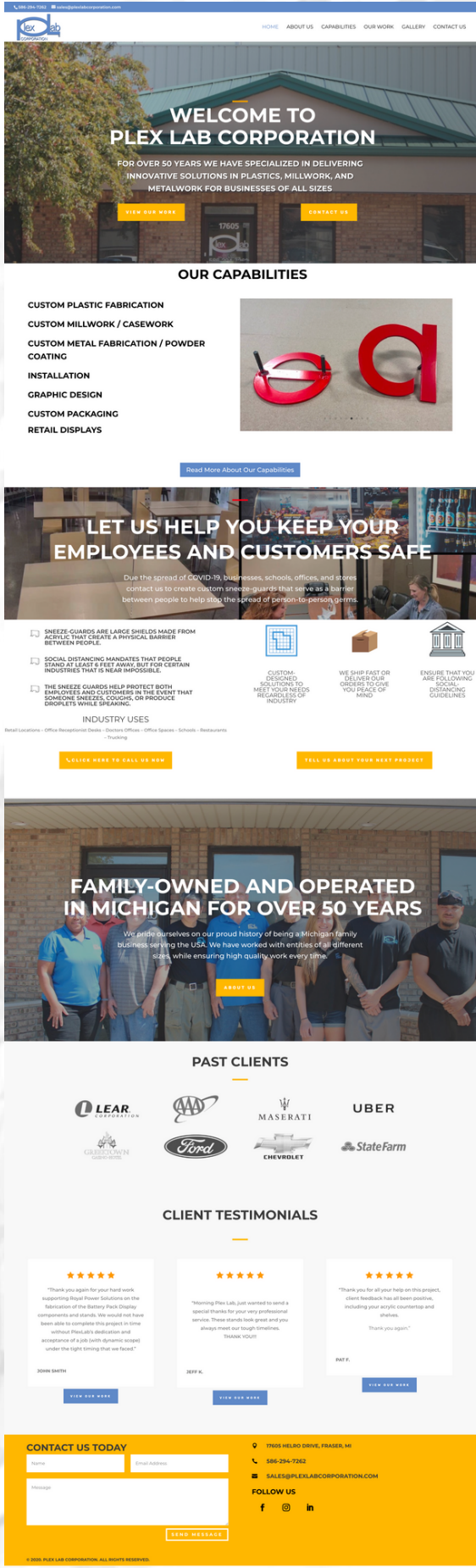
## PLEX LAB CORPORATION

We work closely with our clients to ensure that their websites are designed to their liking and are easy to navigate. Our team of designers and developers will work diligently to make sure that your website is visually stunning and user-friendly.



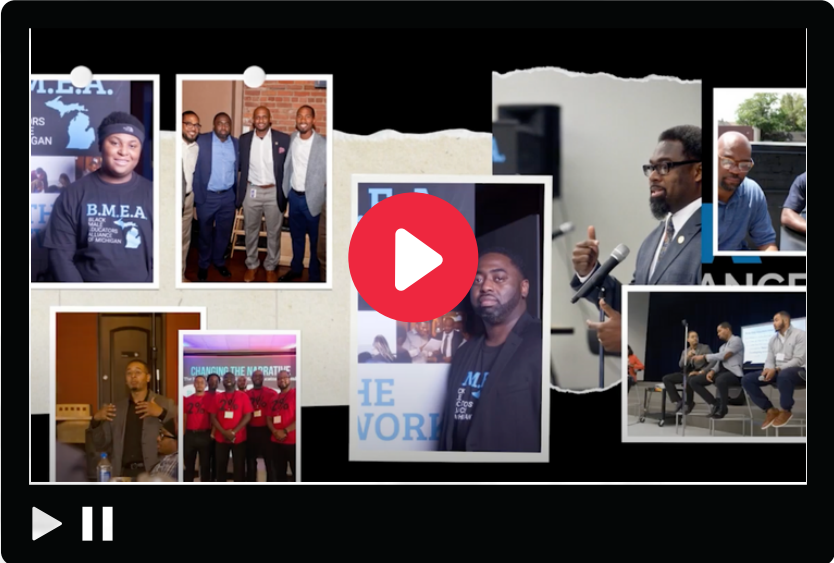
[View Website](#)

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# VIDEO PRODUCTION

We offer video production services that range from promotional videos, live events, social media content, podcasts, and documentary-style videos.



BMEA Branding Video

[View Video](#)



BMEA Podcast - Mentoring for Black Boys

[View Video](#)



BMEA Principal Wellness Promo Video

[View Video](#)



"There Is No Place Like Home" | 26th Life Conference

[View Video](#)

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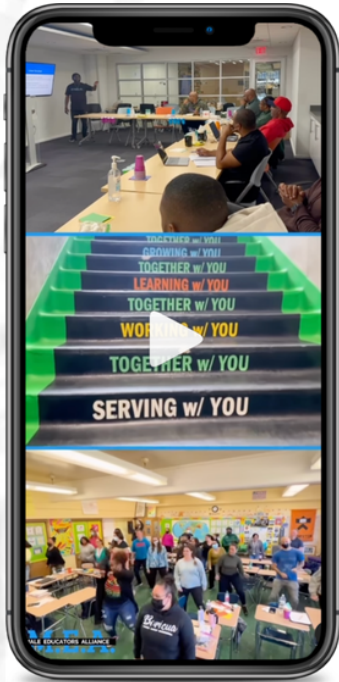
# REELS & SHORT-FORM VIDEO CONTENT



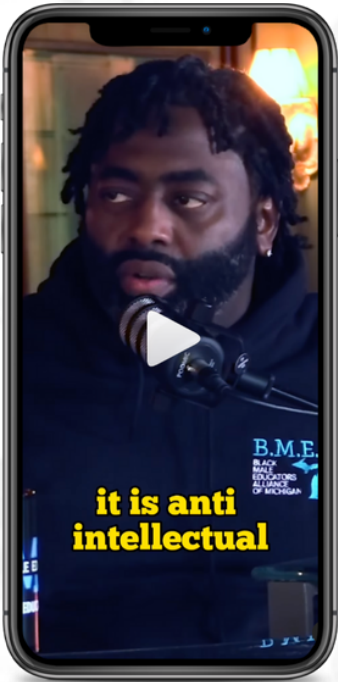
In today's fast-paced digital landscape, short-form video content has become an essential part of marketing strategies. With people's shorter attention spans and the dominance of mobile devices, short videos are a cost-effective and engaging way to capture people's attention and convey messages. Social media algorithms favor video content, and analytics tools make it easy to measure performance, providing businesses with valuable insights to refine their strategies.



VIEW VIDEO



VIEW VIDEO



VIEW VIDEO



VIEW VIDEO

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# WRITING SAMPLES AND PUBLICATIONS

Email marketing is a cost-effective and powerful way for nonprofits to stay in touch with their audience, build relationships, and achieve their goals. At NPMP, we understand the unique challenges that nonprofits face when it comes to email marketing, and we're here to help.

Our email marketing services include:

- Email marketing strategy development
- List building and segmentation
- Email template design and development
- Campaign management and scheduling
- Email analytics and reporting

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### THE CEO'S PEN



Welcome to 2021 - words I'm sure we are all happy to hear! 2020 however tumultuous, brought what was important to the forefront: family, health, safety, life, and an appreciation for the little things; the advantages we often take for granted. Innovation and out of the box thinking became the norm for education, work, home life, and the true meaning of family time.

In the balance of the new reality that 2020 brought, BMEA shifted its vision for programming, and our commitment to you, our partner, our mentee, our fellow and our colleague. We continue this movement toward improving the landscape of education and moving beyond the 2% across the country.

As we promised, in early 2020, a fellowship was developed to support the black male teacher who was early in his career. To qualify an applicant had to be in his first, second or third year of teaching and exemplify qualities of a life-long learner, open to development, mentorship and a hunger for honing his craft. We found those qualities in 14 black male teachers across the State, in public, charter, and private sectors, and mid-year, the Early Career Teaching Fellowship (ECTF) was launched. Our veteran fellows from the DSME Fellowship will advance to mentors as we expand that program to a third cohort this year.


Thank you for joining us bi-weekly on the BMEA podcast, "Lifting Our Voices." Last year, our hosts tackled hot topics, controversial opinions and invited distinguished voices in education to discuss early strategies for parents and students during the immediate school shutdown in early March due to the global pandemic. They also tackled the importance of maintaining overall health and wellness throughout 2020, with advice from mental health professionals.

Over the Summer, BMEA's professional development arm, designed a series of Culturally Responsive Teaching workshops, with the purpose of building participants' capacity in activating culturally responsive education (CRE) practices. In the Fall of 2020, we began facilitating the professional development sessions to local school communities in Southwest Detroit, making strides with indoctrinating educators on the paradigm shift necessary to attain academic success for all students.


Happy New Year!  
Curtis L. Lewis, Ph.D., Founder & CEO  
Black Male Educators Alliance (BMEA)

### INTERGENERATIONAL MENTORING

BMEA's Intergenerational Mentoring Initiative, the Black Minds Math Leadership Program, has officially launched! BMEA's most recent partnering school community is the Detroit Public Schools Community District, where young high school students from East English Village will serve as mentors to the young leaders at J.E. Clark Academy. BMEA's Director of Mentoring Joe Bush, and Director of Teaching & Learning, Mike Payne will lead the initiative as former mentors and math educators.



The aforementioned initiative and effective programming are made possible in part through the generosity of funders like the United Way who awarded dollars to support BMEA's mentoring initiative (Black Minds Math Leadership Program).



January 2023

### BMEA'S HISTORY OF INTERGENERATIONAL MENTORING

In 2008, our founder Dr. Lewis created and successfully implemented a mentoring program for young males of color as part of a research grant, in partnership with Michigan State University, the University of North Carolina at Chapel Hill, and Lansing Public Schools.




BMEA's K-12 Intergenerational Male Mentoring Program is modeled after that exemplar and seeks to create a pipeline for young Black males to enter the teaching field and improve math proficiency across Detroit-area public schools.



Dr. Lewis with mentees from the original mentor program: Le'Veis A. Rodrick W. and Dante D.

Issue 01

### A DAY OF WELLNESS FOR OUR PRINCIPALS



Early this winter, we hosted a wellness day for our Principal Wellness Professional Learning Community (PWPLC). The gentlemen were treated to a catered breakfast, a holiday gift bag, and complimentary rounds at Top Golf.

This is the second year that BMEA has celebrated Principal Wellness Day. Back in 2021, the principals were treated to a relaxing spa day and catered breakfast.

We use Principal Wellness Day as an opportunity for school leaders to relax, build deeper relationships, and practice strategies learned throughout the fellowship.


### ABOUT THE PWPLC

The Principal Wellness Fellowship is engaged in its second cohort of membership. Black male school leaders from the Midwest Region and as far as China, meet monthly, either in person or virtually, to develop authentic relationships in a learning community with opportunities for ongoing mentorship.

School leaders identify individual challenges, set goals, and design a personal wellness plan for sustainability, transformative practices, and overall self-care.


BMEA's PWPLC partners with ASU+GSV to provide professional development learning opportunities centered around educational equity, innovation, and technology.

### THE IMPACT ON STUDENTS



- 20 Black Male School Leaders
- Over 9,000 students impacted by school leader Wellness Practices and Restorative Practices
- 100% of school leaders in PWPLC have remained in the profession

### INTRODUCING THE TEACHER WELLNESS PROFESSIONAL LEARNING COMMUNITY



#### WHY JOIN THE TWPLC?

- Have time and space for deep personal reflection and transformation
- Get professional support to implement sustainable, transformative practices
- Network with like-minded Black educators
- Receive \$2,000 stipend upon completion!
- Travel to AERA Conference in Chicago, IL (on us!)

#### TENTATIVE SCHEDULE

- Feb 25th - Virtual Session
- March 4th - Virtual Session
- April 8th - Virtual Session
- April 13-16th - AERA Conference - Chicago, IL
- May 6th - Virtual Session
- June 10th - Wellness Day (in person)

By centering their own wellness, teachers are better equipped to prioritize the wellness of their families, students, and school community.

We understand the demands on teachers in today's climate. For that reason, this PLC offers time and space for deep reflection and transformation among like-minded Black educators.

Participants will receive a \$2,000 stipend upon the program's completion! The TWPLC meets once per month virtually, via Zoom, and also includes traveling accommodations and registration to the AERA Conference taking place in Chicago, IL in April.

Spaces are limited. Apply today!

APPLY TODAY! APPLICATIONS DUE BY FEB 5TH

[BLACKMALEEDUCATORSALLIANCE.ORG/TEACHERWELLNESS](https://BLACKMALEEDUCATORSALLIANCE.ORG/TEACHERWELLNESS)

January 2023

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### LETTER FROM OUR FOUNDER & CEO



Dear BMEA Supporter:

Thank you for your unwavering commitment to the Black Male Educators Alliance (BMEA) mission. Your generosity has contributed to our goal of liberating students, teachers, and school leaders in an effort to transform the education landscape across our country.

Earlier this year I left the K-12 space to leverage my 20+ years of educating children, coaching and developing leaders, and researching and implementing best practices to provoke change on a broader scale and transform the educational experiences for Black and brown children nationwide. Since then, BMEA has expanded its reach to schools in the Midwest Region as well as those on the East Coast. Although we have expanded our reach, Detroit is *Home*, and where our target focus lies. We continue to develop Detroit-area Black school leaders and support Black male teachers early in their careers through our Principal Wellness and Early Career Teacher fellowships. Through such efforts, we have been able to retain 100% of the educators in our programs, including those who previously considered leaving the profession prior to joining the BMEA community.

Our latest addition is the resurgence of our Mentoring arm. Modeled after an exemplar I previously designed and successfully implemented for a traditional public school district during my early years as a graduate student at Michigan State University, BMEA's K-12 Intergenerational Mentoring Program seeks to create a pipeline for young Black males to enter the teaching field, ultimately, solving a long sought-after challenge to increase the percentage of Black males in the classroom, and a target focus on improving math proficiency in Detroit-area public schools.

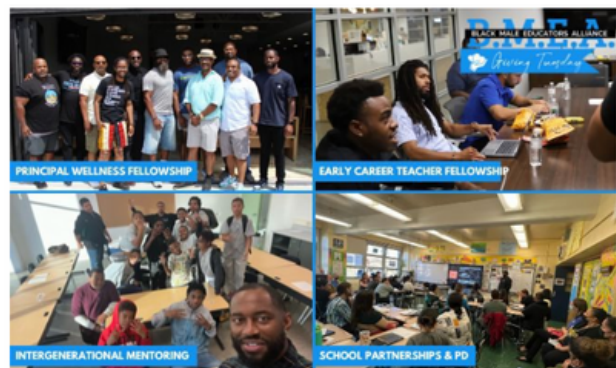
We would not have been able to conduct such initiatives or facilitate effective programming without your support. The gifts whether monetary or in-kind have advanced our mission and brought transformation to school spaces that had been previously bound by oppressive approaches to educating Black and brown children, thereby hindering the development of their natural genius.

Your continued support is greatly appreciated. Should you decide to donate during this Season of Giving, I invite you to do so by accessing the button labeled, *DONATE TODAY*. The link will lead you to our donation page where you will have the option of submitting a one-time, or recurring gift. We are grateful for any contribution, large or small, and we thank you for your invaluable partnership.

Yours in Commitment,

*Curtis L. Lewis*

Curtis L. Lewis, Ph.D.  
Founder/CEO  
Black Male Educators Alliance



[DONATE TODAY](#)

# FACEBOOK AND GOOGLE ADS



Facebook advertising is an effective and cost-efficient way for nonprofits to reach new donors, volunteers, and supporters. At NPMP, we understand the unique challenges that nonprofits face when it comes to running successful Facebook ad campaigns, and we're here to help.

Our Facebook ads services include:

- Facebook ads strategy development
- Ad creation and management
- Targeting and audience segmentation
- Campaign optimization and testing
- Facebook ads analytics and reporting

Google Ads, also known as Google AdWords, is a powerful tool that allows nonprofits to reach new donors, volunteers, and supporters through targeted advertising on Google search, display, and video networks. At NPMP, we understand the unique challenges that nonprofits face when it comes to running successful Google Ads campaigns, and we're here to help.

Our Google Ads services include:

- Google Ads strategy development
- Ad creation and management
- Keyword research and targeting
- Campaign optimization and testing
- Google Ads analytics and reporting

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Gala Campaign 1	5 [2] gala purchase	729	2,508	\$5.77 [2] Per gala purchase	\$28.59

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Gala Campaign 1	7 gala purchase	841	3,567	\$5.61 Per gala purchase	\$39.25

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# LET'S TALK SOON

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