STORIES WORTH INVESTING IN
FUNDRAISING KNOW-HOW + AGILE CREATIVE = PURPOSE DRIVEN RETURNS
Deep roots in games, entertainment, and fundraising

Our Chief Purpose Officer has led marketing and philanthropy for one of the nation's top children's hospitals.

Our Chief Creative Officer serves on the committee for BAFTA - that's the British Oscars incidentally.

And our President set up the non-profit outreach program for one of the longest running and best-selling FPS video games ever.
40+ years storytelling experience that’s collectively raised more than $1.1B

Bad-Ass Communications Team

Power of storytelling from across dynamic consumer industries combined with your voice and a deep understanding of what moves donors and prospects.

Whether motivating a broad audience or compelling a single major gift prospect, our expert writing team brings philanthropy, journalism, and marketing experience to every communications project.
Our Team on Your Team

Every detail matters when building trust with your donors.

Free up your gift officers to fundraise and let our expert writing team do the heavy lifting on strong, thoughtful communications that compel your donor audience and drive them to action.

We infuse insights from your fundraising team into tailored proposals and other tactics designed to speak to one or many:

- Comprehensive case statements
- Campaign materials
- Custom proposals
- Impact reports
- Gift acknowledgement writing services
- Multi-media and marketing support
Campaign out of the Box

PLAY OUTSIDE THE LINES - CREATE A CAMPAIGN WITH PROVOCATIVE PURPOSE

Imaginative themes, creative execution, and communications strategies that

- Boldly declare your vision and fundraising story
- Rally your campaign committee and your community around your cause
- Inspire deeper engagement and significant giving
Donors give to vision, not need – create a campaign that has them owning your vision.

From Strategy to Tactics

We can partner with you to design a campaign communications strategy, a theme and creative look, and help you execute on everything around it:

- Campaign brochures & supporting materials
- Launch event program design
- Comprehensive & fundraising priority videos
- Microsites
- Advertising & community outreach
More content means more followers which leads to more ambassadors for your vision

Focus your social media around a powerful, purposeful message of who you are, the difference you are making, and how strong philanthropic support can transform everything.

- Identify and segment your target fundraising market
- Create key messages around what motivates them
- Produce compelling creative
- Establish a framework and strategy for ongoing content
- Measure response and solicit feedback – hone and repeat

**Evolve your brand** in the social stratosphere to more deeply engage current and future donors
THANK YOU

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