

A black and white photograph of a woman with dark hair, wearing a suit and glasses, standing in a room filled with rows of filing cabinets. She is holding a card or document and looking at it. The room is dimly lit, with the light coming from the front, highlighting the woman and the cabinets. A red banner with the Cahoots logo is in the top left corner.

Cahoots
Communications Inc.

April 2026

Course Catalogue

Cahoots Courses are detailed training videos outlining the components and creative counsel on subjects covering the spectrum of integrated marketing tools needed for successful nonprofit organization, ministry, and church communications.

Courses



This Cahoots Catalogue features the categories of marketing and communications that comprise the Cahoots Tools of Engagement. Each category contains one or more training Course videos dedicated to the category subject.

Course Content

Cahoots Courses are detailed training videos outlining the components and creative counsel on subjects covering the spectrum of integrated marketing tools needed for successful nonprofit organization, ministry, and church communications.

As professional advertising and marketing practitioners, we at Cahoots share our industry know-how through actual client samples and tools that are practical and affordable for your nonprofit.

Cahoots training Course videos range from 20 to 45 minutes in length. Each Course listing in this catalogue provides you with direct links to video clips on our website for each Course to provide you with a sample of what you're in for through each Course.

Additional Course Features

With subscription, each Course web page provides the names and links to additional Cahoots Courses referenced in the training video.

In addition, subscribers are provided with Resources, such as Overview Sheets, that provide an outline of the Course content and can be opened or downloaded for future reference and printing.

Links to blog and audiocasts of related Cahoots Commentary and Cahoots Classroom instruction are also highlighted with each Course.

Certification

For subscribers who are engaged in formal certification programs, each Cahoots Course is enabled with lesson completion tools and monitoring. For more information on establishing a certification program for your organization's team, contact Cahoots Subscriber Support.

Subscription

Access to the full Cahoots Course Catalogue trainings is available through monthly subscription. If you aren't already a subscriber, we want to encourage you to become a subscriber today. We know this is an investment and, as a nonprofit, good stewardship is a given. The good news is that we've made subscription easy, affordable, and certifiable. **Please visit our website for details on starting your subscription.**

The Cahoots Course Catalogue is embellished regularly with new Courses and updated with relevant content.

Table of Contents

Brand

CCI-010-01	Your Worthwhile Cause - Distinguishing Your Nonprofit's Calling	6
CCI-010-02	State Your Mission - Great Mission Statements Accomplished	6
CCI-010-03	Your Good Name - Making a Name for Your Organization.	6
CCI-010-04	Making Your Mark - Logo Design That's Memorable	7
CCI-010-05	What's Your Story? Five Ways to Tell Your Story	7
CCI-010-06	Setting Your Standards - Establishing Brand Standard Guidelines	7
CCI-010-07	Copy That! Your Formula for Writing Great Content	7
CCI-010-08	Picture Perfect - Ten Ways to Brand Your Photography.	7

Audiences

CCI-020-01	Who's Your Friend? Engaging Captive Audiences	8
CCI-020-02	Champions for Your Cause - Building Generous Relationships.	8
CCI-020-03	Striking Up Friendships - Staying Connected With Your New Relationships	8

Infrastructure

CCI-030-01	Your Firm Foundation - Development Infrastructure of a Cause.	9
CCI-030-02	Take the Lead - Marketing Management for Your Nonprofit	9

Planning

CCI-040-01	Your Marketing Strategy - Planning With Reach and Frequency.	10
CCI-040-02	Check Your Calendar - Perfect Timing is Everything	10

Database CRM

CCI-050-01	Keep Your Friends Close - Customer Relationship Management	11
------------	--	----

Research

CCI-055-01	Is That a Fact? Using Research in Your Marketing Plans	12
------------	--	----

Programs

CCI-060-01	What Are You Providing? Distinguishing Programs, Products, and Services	13
------------	---	----

Products

CCI-070-01	Products That Provide a Return - What Your Nonprofit Has in Store	14
------------	---	----

Services

CCI-080-01	At Your Service - Bridging Gaps in Your Community Services.	15
------------	---	----

Ministry

CCI-090-01	A Helping Hand - Extending the Reach of Your Ministry's Work	16
------------	--	----

Website

CCI-100-01	Master of Your Domain - Finding the Perfect Online Address	17
CCI-100-02	Window Shopping - Evaluating Your Website User Experience	17
CCI-100-03	Generosity Takes Many Forms - Generating Ways to Give on Your Website.	17

SEO

CCI-105-01	Climbing the Web Ladder - Your Search Engine Optimization	18
------------	---	----

Ecommerce

CCI-110-01	Your Nonprofit Store - Selling Programs, Products, and Services Online	19
------------	--	----

Analytics

CCI-120-01	Counting Your Visitors - Using Analytics in Communications	20
------------	--	----

Development

CCI-130-01
CCI-130-02
CCI-130-03
CCI-130-04
CCI-130-05
CCI-130-06
CCI-130-07
CCI-130-08

Enterprise

CCI-140-01

Campaigns

CCI-150-01
CCI-150-02

Collateral

CCI-160-01
CCI-160-02

Signage

CCI-170-01

Podcast

CCI-180-01

Video

CCI-190-01

Direct Mail

CCI-200-01

Direct Contact

CCI-205-01

Broadcast Email

CCI-210-01
CCI-210-02

Social Media

CCI-220-01

Advertising

CCI-230-01
CCI-230-02

Sponsorship

CCI-240-01

Publications

CCI-250-01

Magazines

CCI-260-01

Education

CCI-270-01

Events

CCI-280-01

CCI-130

Increasing Your Appeal - Seven Ways to Solicit Support	21
Your Turn of Events - Designing Distinguished Fundraisers	21
A Return on Investment - Achieving Your Full Funding Potential	21
Right on the Money - Creating Your Lasting Fundraising Campaign	22
Contagious Generosity - Using the Proper Channels to Communicate	22
Making Your Case - Establishing Foundational Giving	22
Enlisting Your Development Team - Clarifying Roles and Goals for Funding	22
Raising Your Support - A Missionary's Guide to Funding	22

CCI-140

Enterprising Ideas - Making Your Nonprofit Profitable	23
---	----

CCI-150

Capital Campaigns - Breaking Ground on Your Big Projects	24
Annual Campaigns - Creating Your Yearly Funding Program	24

CCI-160

Put That in Print - Producing Your Compelling Collateral	25
Hit the Deck - Using PowerPoint to Influence	25

CCI-170

Sign of the Times - Your Promotional and Directional Signage	26
--	----

CCI-180

Good to Hear Your Voice - Producing a Purposeful Podcast	27
--	----

CCI-190

A Moving Picture - Developing Your Video Productions	28
--	----

CCI-200

Receive Direct Attention - Address Yourself to Donors with Direct Mail	29
--	----

CCI-205

Person to Person - Introducing Yourself Through Direct Contact	30
--	----

CCI-210

Your Digital Mailman - Designing and Sending Effective Broadcast Email	31
Enlisting Email Subscribers - Holding Fast to Your Website Visitors	31

CCI-220

Climbing the Social Ladder - Getting a Handle on Your Nonprofit Social Media.	32
---	----

CCI-230

Paid Advertising - Paying to Get Closer to Your Audience	33
Google Ad Grants for Nonprofits - Share Your Cause With the World	33

CCI-240

Put their Name On It - Underwriting Programming Through Sponsorship	34
---	----

CCI-250

By the Book - Publishing Your Organization's Content	35
--	----

CCI-260

Cover to Cover - Making a Magazine Worth Reading	36
--	----

CCI-270

Train Them Up - Branding Your Educational Programming	37
---	----

CCI-280

A Course in Events - Planning Your Signature Events.	38
--	----

Conferences

CCI-290-01

Exhibits

CCI-300-01

Public Relations

CCI-310-01

Promotional Items

CCI-320-01

Promotions

CCI-330-01

Fulfillment

CCI-340-01

CCI-290

Your Conference Call - Assembling the Details for Congregating Groups. 39

CCI-300

Show and Tell - Staging and Planning Your Exhibit Space 40

CCI-310

Your Good News and Bad News - Public Relations Policy and Distribution 41

CCI-320

Something to Remember You By - Using Promotional Items in Marketing 42

CCI-330

Planning For Your Promotion - Clever Ways to Create Brand Awareness. 43

CCI-340

Finish What You've Started - Delivering on What You've Promised 44

CCI-010



Brand



A brand is the identity of your organization, ministry, or church and how that identity is carried through the programs, products, and services you provide.

CCI-010-01 *Your Worthwhile Cause* – Distinguishing Your Nonprofit's Calling



The very beginning of brand development requires a focus on your nonprofit's cause and calling and how best to distinguish your cause through integrated communications.

■ In this Cahoots Course, we'll review what makes a cause worthwhile, the criteria you can use to help finetune the mission or purpose of your cause, and how you can effectively communicate your cause to current and potential audiences.

CCI-010-02 *State Your Mission* – Great Mission Statements Accomplished



A foundational aspect of your brand is your mission, and few communication tools can be more useful and influential than your Mission Statement.

■ In this Cahoots Course, we're going to walk through the creation of your nonprofit's Mission Statement, and we'll also consider all the aspects of updating and the ongoing maintenance of your Mission Statement.

CCI-010-03 *Your Good Name* – Making a Name for Your Organization



When it comes to building a brand, often the first impression your audiences have about your brand is your name — and creating a good name is no easy feat.

■ In this Cahoots Course, we're going to review all the aspects of the word or set of words by which your organization is known, addressed, and referred to, as well as how to formally establish and maintain your good name.

CCI-010-04 *Making Your Mark* – Logo Design That's Memorable



One of the most recognizable components of your brand is your logo or brandmark and making your mark memorable takes expertise and stewardship.

■ In this Cahoots Course, we will review a variety of design techniques to help your organization in making your mark and a list of what makes a good logo more memorable.

CCI-010-05 *What's Your Story?* – Five Ways to Tell Your Story



Storytelling is the voice of your nonprofit and it's the literal and consistent brand of storytelling your organization uses to share your calling with the audiences you serve.

■ In this Cahoots Course, we're going to feature five of the most common styles of storytelling and provide the tools in determining which styles are best for your nonprofit's communications.

CCI-010-06 *Setting Your Standards* – Establishing Brand Standard Guidelines



Your organization's brand has standards and all of the integrated tools used to distinguish it as yours need to be stewarded and officially documented in a Brand Standards Guide.

■ In this Cahoots Course, we'll outline and review all the modules that should be included in your Brand Standards Guide, as well as all the details each module should contain.

CCI-010-07 *Copy That!* – Your Formula for Writing Great Content



The written word, or copy content for your nonprofit, is the cornerstone for all your communications as well as how you convey your mission and calling.

■ In this Cahoots Course, we're going to provide the formula for writing copy worth reading and how that translates into your storytelling voice and engaging your audiences.

CCI-010-08 *Picture Perfect!* – Ten Ways to Brand Your Photography



Whether you use stock photos or shoot originals, learn ten ways you can establish brand standards for all of your photography to make them convey your nonprofit's image.

■ Coming Soon

CCI-020



Audience



Audiences are the people who, currently or potentially, give attention to your organization.

CCI-020-01 *Who's Your Friend?* – Engaging Captive Audiences



Engaging new and captive audiences for your organization takes a lot of handshaking, communication tools, and techniques to build lasting relationships.

■ In this Cahoots Course, we're going to take a start-to-finish approach on the steps and techniques needed to capture and engage your new and existing audiences.

CCI-020-02 *Champions for Your Cause* – Building Generous Relationships



When it comes to the financial success of your organization, the champions for your cause are rare and lovely and have a remarkable capacity for helping you build generous relationships.

■ In this Cahoots training course, we're going to come alongside and share insight on what defines and motivates a champion, their characteristics and training, and how to keep them.

CCI-020-03 *Striking Up Friendships* – Staying Connected With Your New Relationships



Discovering new relationships for your nonprofit takes compelling invitations, and then keeping and retaining those new visitors, followers, and attenders, requires personal attention and care to stay connected.

■ Coming Soon

CCI-030



Infrastructure



Infrastructure is the underlying physical and organizational foundation or framework needed for the operation of your nonprofit.

CCI-030-01 *Your Firm Foundation* – Development Infrastructure of a Cause



Your organization needs to function like a good business, and establishing and maintaining a healthy infrastructure provides the ideal foundation for successful operations and fundraising.

■ In this Cahoots Course, we will outline the operations, technology, and systems that comprise a solid infrastructure to support your integrated development activities.

CCI-030-02 *Take the Lead* – Marketing Management for Your Nonprofit



Successful marketing for your nonprofit starts with leadership who understand brand management and how to orchestrate the strategy with a trained communication team playing their part.

■ Coming Soon

CCI-040



Planning



Planning is the process of compiling and composing the detailed proposal your organization uses for achieving something.

CCI-040-01 *Your Marketing Strategy* – Planning With Reach and Frequency



Getting the attention and engagement of your target audiences requires a well-planned and branded marketing strategy that is consistent, intentional, and continual.

■ In this Cahoots Course, we're going to use the age-old advertising formula of Reach X Frequency to simplify your planning and, most importantly, help improve the success of your marketing or development efforts.

CCI-040-02 *Check Your Calendar* – Perfect Timing is Everything



Planning ahead is a science requiring research and knowing your audience well in order to save the perfect date for all your communication activities.

■ Coming Soon

CCI-050



Database CRM



A database, or CRM, is a set of collected data held by your nonprofit in a structured system organized in a manner that allows access, retrieval, and use of that data to optimize relationships.

CCI-050-01 *Keep Your Friends Close* – Customer Relationship Management



All of your organization's relationships are valuable and managing and maintaining each takes a professional system to keep them closely held and thriving.

■ In this Cahoots Course, we will focus on stewarding your nonprofit and ministry's relationships through the use of a formal relationship management system.

CCI-055



Research



Research is the investigation, testing, study, and analysis needed to discover facts for your organization's future planning and use.

CCI-055-01 *Is That a Fact* – Using Research in Your Marketing Plans



Research comes in many forms and discovering all your nonprofit's potential resources for fact finding will give you straightforward information to grow on.

■ In this Cahoots Course, we will first review the primary types of marketing research and analytics, and then we'll share how these translate into the practical forms of research you can start using today to improve the outcomes of your nonprofit's marketing and communication plans in the future.

CCI-060



Programs



Programs are your nonprofit's set of activities with a specific long-term and ongoing purpose and duration.

CCI-060-01 *What Are You Providing?* – Distinguishing Programs, Products, and Services



Clarifying and defining what your nonprofit cause actually provides is key in distinguishing how best to market and communicate with the audiences you serve.

■ In this Cahoots Course, you'll discover the tools and techniques needed to differentiate your programs, products and services from other organizations and ultimately establish your Unique Selling Points and determine what it is you're really providing.

CCI-070



Products



Products are items that are created, manufactured, for sale by your cause.

CCI-070-01 *Products That Provide a Return* – **What Your Nonprofit Has In Store**



Your nonprofit or ministry can benefit from the creation of products to sell that are missionally aligned, produce income, and increase audience support and awareness.

■ **Coming Soon**

CCI-080



Services



Services are those acts of supplying help or doing work for someone that are conducted by your organization.

CCI-080-01 *At Your Service* – Bridging Gaps in Your Community Services



Identify, create, and promote services that extend your nonprofit's outreach and mission to meet the needs of your community.

■ Coming Soon

CCI-090



Ministry



Ministry is your work or vocation that attends to the needs of someone by providing something necessary or helpful.

CCI-090-01 *A Helping Hand*—Extending the Reach of Your Ministry's Work



Lending a helping hand to those your nonprofit serves also requires intentional work at expanding your ministry's reach through audience research and integrated communications.

■ Coming Soon

CCI-100



Website



A website is a set of related web pages located under your organization's domain name, covering a particular theme or subject.

CCI-100-01 *Master of Your Domain* – Finding the Perfect Online Address



Your nonprofit's website is the primary destination required to serve your audiences and having a clever and memorable domain name takes creativity and know-how.

■ In this Cahoots Course, we will cover the basic guidelines you'll need to find the perfect online address for your organization, ministry, or church.

CCI-100-02 *Window Shopping* – Enriching Your Website User Experience



Your organization's website needs analytics and engagement tools in order to genuinely determine if audiences benefit from their online experience while using your site.

■ Coming Soon

CCI-100-03 *Generosity Takes Many Forms* – Generating Ways to Give on Your Website



Providing current and potential audiences with every means possible to give time, talent, and treasure through your website, can help build financial stability and support with those who sustain your cause.

■ Coming Soon

CCI-105



SEO



Search engine optimization improves your nonprofit's website to rank higher on a search engine results page [SERP] so that it receives more traffic.

CCI-105-01 *Climbing the Web Ladder* – Your Search Engine Optimization



For your nonprofit's website to rank high on the list of search results, it takes brand-rich content mixed with regular stewardship.

■ Coming Soon

CCI-110



Ecommerce



Ecommerce is your organization's exchange of goods and services through transactions conducted on the internet, and the transmission of funds and data over the internet associated with the transactions.

CCI-110-01 *Your Nonprofit Store* – Selling Programs, Products, and Services Online



Earning income by selling what your organization provides through an online store, can be enterprising and financially rewarding.

■ Coming Soon

CCI-120



Analytics



Analytics is the process of discovering, interpreting, and communicating significant and meaningful patterns in data related to your nonprofit.

CCI-120-01 *Counting Your Visitors* – Using Analytics in Communications



Analytics is data science that filters through the knowledge you've gleaned and statistics you've obtained to provide your nonprofit with insights for meaningful and successful communications.

■ Coming Soon

CCI-130



Development



Development is the intentional, relational process through which your organization's association with someone grows or changes and becomes more advanced and a positive change in quality of the relationship occurs.

CCI-130-01 *Increasing Your Appeal* – Seven Steps to Solicit Support



There's more than one way to appeal to your supporters and discovering integrated solicitations can increase your organization's outcomes.

■ In this Cahoots Course, we'll outline what makes a good appeal and the seven steps needed to increase your appeal's support.

CCI-130-02 *Your Turn of Events* – Designing Distinguished Fundraisers



Turn your nonprofit's fundraising events into branded experiences that are distinctive, and occasions supporters will find unforgettable.

■ In this Cahoots Course, we'll begin by examining the benefits of creating distinguished fundraisers and then demonstrate the nine steps needed to design your signature fundraising events.

CCI-130-03 *A Return on Investment* – Achieving Your Full Funding Potential



Obtaining a return on the investment your organization makes in development activities requires getting down to business.

■ Coming Soon

Development

CCI-130-04 *Right on the Money* – Creating Your Lasting Fundraising Campaign



Your nonprofit's annual campaign can take on a remarkable and beneficial life of its own with an injection of intentional sweat equity and making it easy for your audiences to participate.

■ In this Cahoots Course, we're going to examine the components, and then explore the different types of fundraising campaigns you can consider when creating your nonprofit's lasting fundraising campaign.

CCI-130-05 *Contagious Generosity* – Using the Proper Channels to Communicate



Generosity can become viral when presented through your organizations well-educated initiatives and integrated marketing channels.

■ Coming Soon

CCI-130-06 *Making Your Case* – Establishing Foundational Giving



Grantmaking can contribute supplemental funding for your nonprofit's special projects and programming through grants from foundations, corporations, and public charities.

■ Coming Soon

CCI-130-07 *Enlisting Your Development Team* – Clarifying Roles and Goals for Funding



Building and recruiting staff and volunteers for your nonprofit's development team involves a comprehensive understanding of the expertise needed for successful fundraising and support.

■ Coming Soon

CCI-130-08 *Raising Your Support* – A Missionary's Guide to Funding



For missionaries who are required to raise their own financial support, using the right communication channels to share your mission, can raise the level of your funding.

■ Coming Soon

CCI-140



Enterprise



An enterprise is a project or undertaking created by your nonprofit that produces funding in a resourceful way that complements your mission.

CCI-140-01 *Enterprising Ideas* – Making Your Nonprofit Profitable



Making money through earned income from mission-perfect initiatives can be a revenue source that helps fund your nonprofit's vision.

■ In this training, we'll define nonprofit earned income, unrelated business income, and then provide examples of different ways to earn income revenue, generated from selling goods or services related to your organization's mission.

CCI-150



Campaigns



Campaigns are an organized course of activities and messages that share a theme with the specific goal of promoting your organization's programs, products, and services.

CCI-150-01 *Capital Campaigns* – Breaking Ground on Your Big Projects



It can take a village of committees to produce and execute all the steps involved in your capital campaign, unless you take a different approach.

■ In this Cahoots course, we're going to explore the range of activities and communication tools you'll need to consider when you're breaking ground on your next big project.

CCI-150-02 *Annual Campaigns* – Creating Your Yearly Funding Program



Creating a twelve-month campaign of branded, thoughtfully themed, and integrated communications can provide your nonprofit with dependable operating funds and increase brand awareness.

■ Coming Soon

CCI-160



Collateral



Collateral is any printed or digital materials used to communicate or promote your organization's brand message and programs, products, and services.

CCI-160-01 *Put That in Print* – Producing Your Compelling Collateral



Print collateral can be the economical tool that differentiates your organization from others.

■ In this training, we're going to consider all the brand-building benefits collateral provides and the six primary types of collateral you can use to promote your nonprofit.

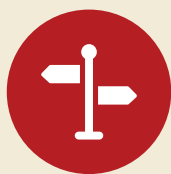
CCI-160-02 *Hit the Deck* – Digital Presentations to Convey Your Brand



Presentation applications are flexible design tools to digitally build your brand equity while working alongside all your other integrated communication and marketing activities.

■ Coming Soon

CCI-170



Signage



Signage is a message or notice that is publicly displayed information or instructions in written or symbolic form that can help people identify your organization's programs, products, and services.

CCI-170-01 *Sign of the Times* –Your Promotional and Directional Signage



Designing effective signage for your nonprofit is not as easy as it looks with so much to say and so little space.

■ Coming Soon

CCI-180



Podcast



A podcast is a digital audio file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers to entertain, educate, or inspire audiences about your nonprofit.

CCI-180-01 *Good to Hear Your Voice* – Producing a Purposeful Podcast



Creating a podcast with purpose for your organization involves more than a good voice and mic in order to build your brand.

■ In this Cahoots Course, we uncover how to determine the purpose of your podcast, set goals and standards, and creatively produce and promote your podcast.

CCI-190



Video



A video is a program, movie, or other visual media product featuring moving images with or without audio that is recorded and saved digitally by your cause.

CCI-190-01 *A Moving Picture* – Developing Your Video Productions



Capturing and releasing your nonprofit's story through a brand consistent video can provide audiences with a moving and memorable experience.

■ In this Cahoots Course, we'll work through the purpose, production, and promotion needed in developing your nonprofit's videos.

CCI-200



Direct Mail



Direct mail communications are sent using the postal service to current and prospective audiences to deliver targeted offers and information about your nonprofit.

CCI-200-01 *Receive Direct Attention* – Address Yourself to Donors with Direct Mail



Sending your message or appeal through the mail is still a relevant tool for connecting directly with your target audiences right where they live.

■ In this Cahoots course, we're going to share all the benefits of direct mail, the different types and formats, and strategy to integrate it well into your marketing and development planning.

CCI-205



Direct Contact



Direct contact is a strategy where your organization communicates directly with individual donors or supporters through personalized channels, generally in-person.

CCI-205-01 *Person to Person* – Introducing Yourself Through Direct Contact



When it comes to experiencing your brand, few tools can take the place of real, live contact between your organization and your audiences.

■ In this Cahoots Course, we're going to identify how to target audiences and plan how to integrate 10 different ways your nonprofit can engage audiences through direct contact tools and events.

CCI-210



Broadcast Email



Broadcast email is an email communication sent by your nonprofit to a targeted group or audience through a structured system or provider.

CCI-210-01 *Your Digital Mailman* – Designing and Sending Effective Broadcast Email



For your nonprofit, broadcast email can be your single most economical and effective communication channel with all your audiences.

■ In this Cahoots Course, we are going to focus on broadcast email and using an Email Service Provider, list management, sender reputation, assembling your email, broadcast email campaigns, and automated drip and trigger campaigns.

CCI-210-02 *Enlisting Email Subscribers* – Holding Fast to Your Website Visitors



Growing your nonprofit's audience base can be as easy as a click of an email subscription button on your website, as long as you have an integrated fulfillment plan to grow and maintain those new relationships.

■ Coming Soon

CCI-220



Social Media



Social media are websites and applications that enable your organization to create and share content to participate in social networking with your audiences.

CCI-220-01 *Climbing the Social Ladder* – Getting a Handle on Your Nonprofit Social Media



When your organization is ready to socialize, social media can function as a collective get-together for your cause-based correspondence.

■ Coming Soon

CCI-230**Advertising**

Advertising is the act or practice of calling public attention to your organization's program, product, service, or cause through paid announcements.

CCI-230-01 *Paid Advertising* – **Paying to Get Closer to Your Audience**

It pays to invest in advertising your organization through media channels that hit your target perfectly.

■ Coming Soon

CCI-230-02 *Google Ad Grants for Nonprofits* – **Share Your Cause With the World**

If you're a valid 501(c)(3) nonprofit organization, you may be eligible for up to \$10,000 per month of text-based, in-kind Google Ads to further your cause and make new relationships through increased traffic to your website.

■ Coming Soon

CCI-240



Sponsorship



Sponsorship is paid advertising that seeks to establish a deeper association and integration between your organization and a patron, business, or organization.

CCI-240-01 *Put Their Name On It* – Underwriting Programming Through Sponsorship



Sponsors pay good money to be associated with your nonprofit's good cause and come alongside your mutual audiences.

■ Coming Soon

CCI-250



Publications



A publication is a tool, often educational in content, that is written, published, and used to communicate with your nonprofit's audiences.

CCI-250-01 *By the Book* – Publishing Your Organization's Content



Give your brand shelf life by producing publications that carry your organization's content and educate your community for the greater good of your cause.

■ Coming Soon

CCI-260

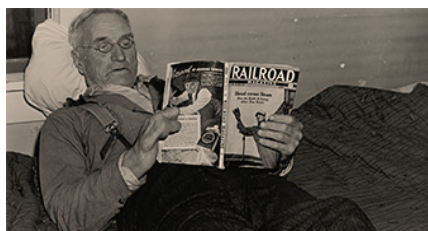


Magazines



A magazine is a periodical publication containing articles and illustrations, covering your organization's particular mission or cause.

CCI-260-01 *Cover to Cover* – Making a Magazine Worth Reading



Periodical publishing is an ideal way to present your cause — because your subject matters and your brand has a lot to say for itself.

■ Coming Soon

CCI-270



Education



Education is the process of providing instruction as a dynamic component of your organization's programs, products, and services.

CCI-270-01 *Train Them Up* – Branding Your Educational Programming



Educating your organization's audiences is a generous opportunity to address their desires, needs, and interest in your mission.

■ Coming Soon

CCI-280



Events



Events are your organization's planned public or social occasions, of importance to your mission or cause.

CCI-280-01 *A Course in Events* – Planning Your Signature Events



Your nonprofit's signature event is that destination and one-of-a-kind occasion that is uniquely associated with your brand.

■ Coming Soon

CCI-290



Conferences



Conferences are a formal meeting for discussion and education related to the mission of your organization.

CCI-290-01 *Your Conference Call* – Assembling the Details for Congregating Groups



Meeting formally with your internal or external audiences is great grounds for congregating and brand building.

■ Coming Soon

CCI-300



Exhibits



Exhibits are public displays at a trade fair, gallery, or museum where your organization presents your programs, products, or services to targeted audiences.

CCI-300-01 *Show and Tell* – Staging and Planning Your Exhibit Space



Stop audiences in their tracks when your cause assembles and exhibits all dressed up and ready to share programs, products, and services firsthand.

■ Coming Soon

CCI-310



Public Relations



Public relations is the professional maintenance of a favorable public image by your organization with the public or your targeted audiences.

CCI-310-01 *Good News and Bad News* – Your Public Relations Policy and Distribution



Presenting and maintaining a good brand image for your cause through public information takes policy and practice.

■ Coming Soon

CCI-320



Promotional Items



Promotional items are branded products that your organization gives away to promote its brand and programs, products, or services.

CCI-320-01 *Something to Remember You By* – Using Promotional Items in Marketing



Creating your nonprofit's branded items to give away freely can be a journey between trash and treasure.

■ Coming Soon

CCI-330



Promotions



Promotions are activities that support or provide active encouragement for the advancement of your organization's cause or mission.

CCI-330-01 *Planning for Your Promotion* – **Clever Ways to Create Brand Awareness**



BOGOs, discounts, samples, and incentives can be clever ways to build your brand by capturing your audience's attention and action.

■ **Coming Soon**

CCI-340



Fulfillment



Fulfillment is the performance of your organization of a task, duty, or role as required, pledged, or expected.

CCI-340-01 *Finish What You've Started* – **Delivering on What You've Promised**



Your organization needs to start planning at the beginning to fully understand how to fulfill your mission and promises at the end.

■ **Coming Soon**

Training

At Cahoots, we love to teach as much as we love being advertising creatives.

We strive to leave you better than we found you, and we do that through four training formats: Courses, Classroom, Counseling, and Commentary.

Our prayer is you will learn something new and useful every time you engage with our programming and be able to apply that new knowledge to your nonprofit communication activities right away.



Courses

Cahoots Courses are detailed training videos outlining the components and creative counsel on subjects covering the spectrum of integrated marketing tools needed for successful nonprofit organization, ministry, and church communications.

As professional advertising and marketing practitioners, we share our industry know-how through actual client-samples and tools that are practical and affordable for your nonprofit. Through online subscription, you can watch training courses on the full Tools of Engagement.



Classroom

Cahoots Classroom training is live, interactive instruction on the topic of your choice related to any of our Tools of Engagement marketing and communication categories or Courses. We provide Classroom training online or at your organization's location.

Our accomplished leadership are also available for keynote presentations at your conferences and retreats.



Counseling

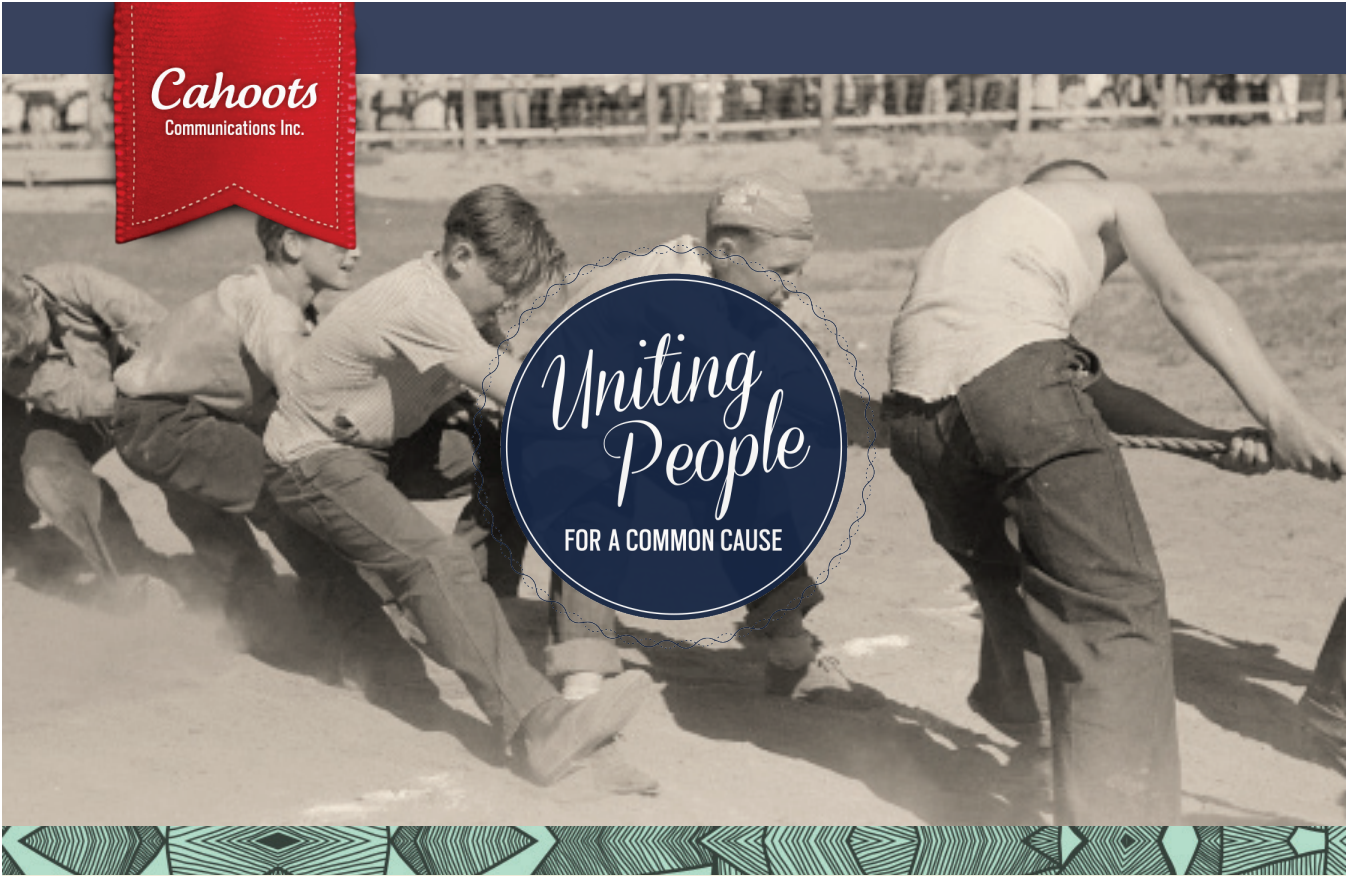
Cahoots provides one-on-one Counseling for whatever communications topic is on your mind through scheduled online appointments.



Commentary

Our candid Cahoots Commentary covers the same categories as our Tools of Engagement, but contains topical details about what to do and, most importantly, what not to do in your communications.

Plus, you can listen in for free because it wouldn't be polite to charge a fee for these sassy and professionally opinionated dialogues. And they'll only take a few moments of your time to listen to reasons why printing that next bulletin on Goldenrod paper won't really make it "pop".



Cahoots
Communications Inc.

*Uniting
People*
FOR A COMMON CAUSE

Uniting People for a Common Cause

That's our tagline and mission. But it's also the literal definition of Cahoots.
And in our opinion, there's actually nothing common about any cause.

Which is exactly why we love what we do . . . figuring out how to best equip you in
communicating the unique qualities of your nonprofit organization, building up your brand,
and then encouraging like-minded people to
actively support your cause with their time, talent, and treasure.

And, if you're a faith-based ministry or organization,
we've got you covered with decades of experience to share.
You're our service and training sweet spot and calling.

So, if training is what you need, that's what we do. We're honored to serve you.

CahootsCommunications.com