

A photograph of two Black men sitting at a desk, smiling and fist-bumping. The man on the left is wearing a checkered shirt, and the man on the right is wearing a suit and glasses. The background is a brick wall. The image has a blue and green color gradient overlay.

PARTNER INFORMATION PACKET

ELEVATION

ABOUT ELEVATION

Elevation is a full-service web design agency dedicated specifically to working with nonprofits. Traditionally, technology and nonprofits have existed in separate worlds. We are bridging this longstanding gap by combining these two different industries into one.

We believe that technology is the catalyst that can propel nonprofits into making a greater impact. Our team at Elevation is that bridge and our solutions are the driving forces behind nonprofits generating quantifiable change and inspiring others to do the same.

This idea is the foundation of how we do business every day.





NONPROFIT WEB DESIGN

The core of what we do at Elevation is custom web design and programming. Our job is to take an organization's stories and ideas and transform them into their digital home (website). Defining details through continued dialogue and testing to ensure proper user experience form an integral part of our process.

USER EXPERIENCE (UX) CONSULTATIONS

Too many nonprofits work with limited resources and aren't able to dedicate the time needed to do in-depth market and donor research. Our UX consultations nail down an organization's main user groups, define what actions those users need to take, and map out pathways to get them to the finish line.

GRAPHIC DESIGN

Our design team not only creates the look and feel of your website, but they also work on numerous other creative items. From infographics to logos and business cards to brochures, our designers are ready to meet any graphic design needs.

SEARCH MARKETING

We'll provide the analysis, strategy, and tools to optimize your nonprofit's website so users and search engines can find and support your cause.

COPYWRITING

Quality content to match a quality design is essential in engaging users on any website and throwing up any old copy won't cut it. We work with copywriters who have years of SEO experience and write with strategy in mind. These folks know how to craft engaging content that converts donors.

EMAIL OUTREACH

We offer customized email templates so that your nonprofit can build trust and loyalty with its audience. With our email and newsletter designs nonprofit clients strengthen relationships and build positive rapport with their donors, funders, and volunteers.

ONGOING SUPPORT

We offer ongoing support so nonprofits can continue doing more good without the stress of managing their new website alone. With support hours, nonprofits can also continue developing and building their website as their organization advances and evolves.



ABOUT PARTNERSHIP PROGRAM

Elevation seeks to connect with other professionals in the nonprofit sector ranging from other technology service providers, to grant writers and consultants to ensure simpler access to the tools and knowledge bases that nonprofits need.

We've talked to countless nonprofits who don't have the resources to research and contract most tech services as well as other nonprofits who are just starting out and need development or consulting work to jumpstart their mission.

Our goal is to create a partnerships network to connect these organizations with the experts who can provide them with the best solution.

PROGRAM GOALS

- Create network within the nonprofit sector of service providers and professionals
- Build a resource center with listings of each partner
- Connect organizations with the provider that's right for them and their budget

BENEFITS OF PARTNERSHIP

Elevation's Affiliate Referral Program includes a revenue share for referrals who later sign on with Elevation. This revenue share can be received in the form a 5% commission to referral partner or a 5% discount on the referred client's website design project.

CREATING DIGITAL HOMES

