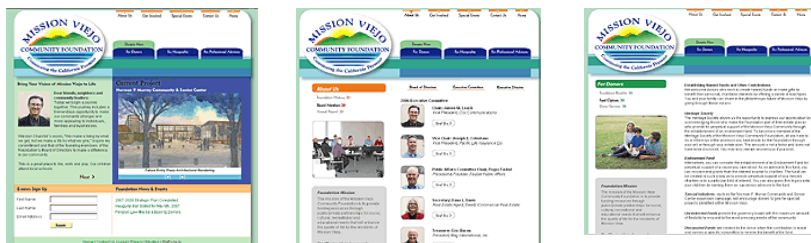


**Fact Sheet**

**Branded4Good Clients – Typical Clients We Serve**

**Community Foundations**

Community Foundations are usually focused on marketing to larger donors, usually retired and/or older and need to profile how they are helping the community through the nonprofit organizations they support. Foundation websites need to have clear information and processes for nonprofit organizations seeking grant funding, people wanting to set up funds within the foundation and financial advisors that are working with their clients to set up those funds.



**Membership Organizations**

Membership organizations have different needs than other types of nonprofits. They may still have volunteers that are usually recruited from the membership and most of their income comes from membership dues so the website needs to heavily focus on attracting potential members and offering member benefits and other incentives to get them to sign up. Membership organizations need websites that look professional with lots of news updates and industry information.



**Social Service Organizations**

Social Service organizations are usually more heavily reliant on individual donors and volunteers and have a tremendous responsibility to market not just to the consumers they serve but to those potential donors and volunteers. Their websites need to provide information to all those constituents but really focus on the "compelling need" in the community.

