



Helping schools, nonprofits, organizations, and families plan meaningful events, strengthen communications, and share stories that inspire engagement, enrollment, and generosity.

1. EVENT PLANNING & COORDINATION

PACKAGE	STARTING PRICE	BEST FOR	INCLUDES
Event Essentials	\$750	Small events and clients who have already started planning	Planning consultation, event checklist, timeline, vendor communication, logistics review, and up to 6 hours of event-day coordination
Event Partner	\$1,750	Clients needing support throughout the planning process	Planning meetings, event concept, budget guidance, vendor coordination, guest logistics, timeline, setup planning, and event-day coordination
Signature Event	\$4,000	Galas, fundraisers, school events, and larger celebrations	Full planning and project management, event branding, budget tracking, vendors, guest communications, promotion, graphics, storytelling coordination, event-day management, and post-event communications

SPECIALIZED EVENT SERVICES

SERVICE	STARTING PRICE	INCLUDES
Wedding Management	\$3,000	Coordination beginning several months before the wedding, vendor communication, timeline development, rehearsal, and wedding-day management
Partial Wedding Planning	\$5,000	Vendor recommendations, budget guidance, design support, planning meetings, timeline, logistics, and event-day coordination
Full-Service Wedding Planning	\$8,000	Complete planning from concept through execution, vendor management, design coordination, guest experience, logistics, and event-day management
Wedding Weekend Services	\$10,000	Rehearsal event, wedding day, farewell brunch or other related events
Corporate or School Event	\$2,500	Planning, event concept, vendors, logistics, program flow, registration, décor coordination, and event management
Fundraising Gala	\$4,000	Event strategy, sponsorship materials, donor communications, program design, auction coordination, run-of-show, and event management

2. MARKETING & COMMUNICATIONS

PACKAGE	STARTING PRICE	BEST FOR	INCLUDES
Marketing Jumpstart	\$750	Organizations that need direction	Review of messaging, website, social media, email, marketing materials, storytelling, and community engagement, followed by prioritized recommendations

PACKAGE	STARTING PRICE	BEST FOR	INCLUDES
Marketing Essentials	\$1,250/month	Organizations needing consistent support	Monthly strategy meeting, content planning, 4–6 social posts, graphics, one email or newsletter, website support, story development, and basic reporting
Marketing Partner	\$2,250/month	Organizations needing hands-on support	Marketing strategy, content calendar, 8–12 social posts, custom graphics, email campaigns, website content, photography, storytelling, event promotion, and monthly reporting
Fractional Marketing Director*	\$3,500/month	Organizations needing senior-level leadership	Marketing strategy, brand positioning, campaigns, content direction, fundraising communications, event marketing, leadership advising, and project coordination

Recommended minimum commitment for monthly services: Three months.

3. SCHOOL & EDUCATION MARKETING

PACKAGE	STARTING PRICE	BEST FOR	INCLUDES
School Marketing Audit	\$1,800	Schools needing clarity before investing	Website, admissions materials, social media, enrollment process, brand messaging, parent communications, donor communications, written recommendations, and presentation
Enrollment Storytelling Campaign	\$4,500	Schools preparing for enrollment season	Campaign strategy, key messaging, campaign theme, student and family stories, photography, social media content, email campaign, parent communications, and campaign calendar

PACKAGE	STARTING PRICE	BEST FOR	INCLUDES
Annual Fund Campaign	\$4,000	Schools strengthening fundraising	Donor messaging, giving campaign theme, appeal letter, email sequence, social media campaign, graphics, constituent stories, and follow-up communications
Enrollment & Development Campaign	\$7,500	Schools needing a comprehensive campaign	Enrollment and fundraising strategy, storytelling, photography or video, campaign materials, social media, email marketing, graphics, reporting, and project management

ONGOING SCHOOL SUPPORT

SERVICE	STARTING PRICE	INCLUDES
Fractional Communications Director	\$1,750/month	Up to 8 hours, strategy, advising, editing, communications calendar, and leadership support
Fractional Marketing & Development Director*	\$4,000/month	Up to 20 hours, marketing, enrollment, donor communications, content creation, and project management
Outsourced Communications Department	\$6,500/month	Up to 40 hours, marketing, enrollment, fundraising, alumni relations, events, graphics, reporting, and strategic leadership

EVENT + STORYTELLING PACKAGE

EVENT + STORY PACKAGE – STARTING AT \$3,500

A combined event planning and communications package designed to extend the impact of an event before, during, and after it takes place.

May include:

- Event planning and coordination
- Event branding and messaging
- Promotional graphics
- Social media campaign
- Email promotion
- Photography and story gathering

- Event-day communications
- Post-event recap
- Thank-you communications
- Photos and content for future marketing

Ideal for schools, churches, nonprofits, fundraisers, benefit concerts, alumni events, and community organizations.

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SERVICE	STARTING PRICE
Marketing or Communications Consultation	\$100/hour
Additional Event Planning	\$75/hour
Event-Day Coordination	\$125/hour
Photography	\$175/hour
Custom Promotional Graphic	\$125
Event Invitation Design	\$150
Social Media Graphic Set	\$250
Email Campaign	\$250
Press Release	\$250
Website Copy	\$200/page
Event Signage Package	\$250
Promotional Reel or Short Video	\$250
Fundraising Communications Package	\$500
Story or Feature Article	\$300

ADD-ONS

ADD-ON	PRICE
Additional Planning Meeting	\$150
Custom Event Timeline	\$350

ADD-ON	PRICE
Vendor Sourcing and Coordination	\$750
Event Program Design	\$400
Signage Package	\$500
Social Media Graphics Package	\$750
Photography Management	\$750
Event-Day Assistant	\$450
Additional Event Day or Rehearsal	\$750
Travel Outside Service Area	Mileage, lodging, and travel time

IMPORTANT PRICING NOTES

Prices are starting prices. Final pricing is based on:

- Scope and complexity
- Event size and guest count
- Number of vendors
- Amount of content or design work
- Timeline and turnaround requirements
- Travel requirements
- Event-day staffing needs

External costs—including printing, advertising, venue fees, rentals, catering, florals, photographers, videographers, postage, and software—are billed separately or paid directly by the client.

A signed agreement and deposit are required to begin work or reserve an event date. A **50% deposit** is recommended, with the remaining balance paid according to the project schedule. Monthly services are billed in advance. Rush projects may be subject to a **20%–35% rush fee**.

