



CAPABILITIES DECK

Jigsaw Analytics Group

Helping Do-Gooders Do Better.



WE ARE JIGSAW.



**Jigsaw Analytics Group was founded in 2017
with one mission – help nonprofits do better.**

With more than thirty combined years of nonprofit expertise, digital and print marketing strategy, data-driven decision-making best practices, and hands-on know-how, we help our clients grow and thrive.

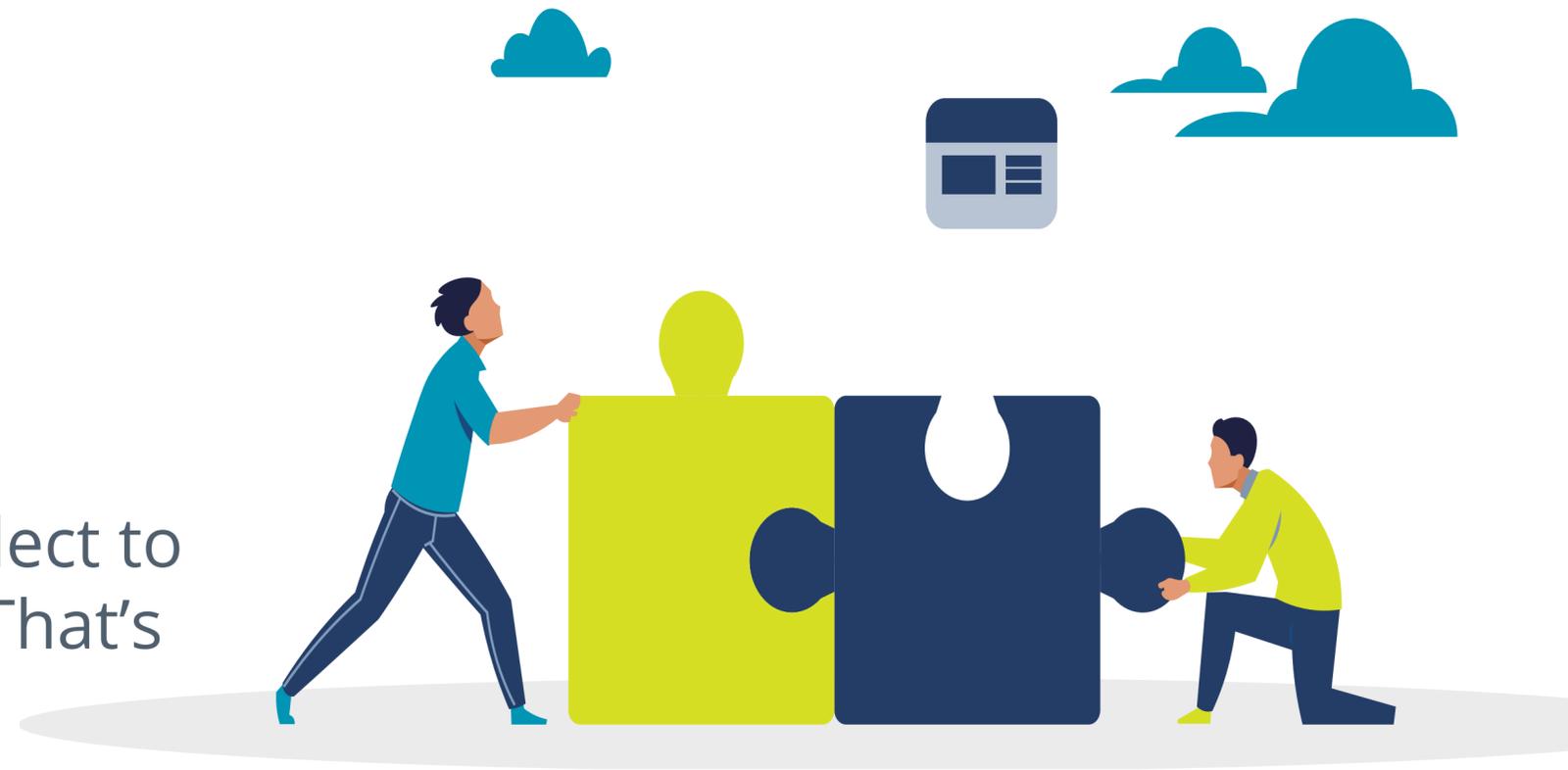


HOW WE HELP

We are a full-service nonprofit accelerator, bringing the best practices of today to nonprofits who are ready for digital and data transformations.

STATISTICALLY PROVEN RESULTS

We help nonprofits leverage the data they collect to its fullest potential for maximized outcomes. That's what we do best.



CORE COMPETENCIES



CAMPAIGN STRATEGY

Increase donations, attract more donors, and reduce cost. Let us help you save time and increase your philanthropic outcomes using data-driven decisions and proven best practices.

DIGITAL INNOVATION

Let's tune up your digital world for more engagement, more donations, and more community reach through industry best practices and whip-smart automations.

MARKETING MASTERY

Need graphic design? Brand values and messaging? Event marketing strategies or campaign art development? We do it all. Let us help tell your story.

FUNDRAISING ANALYTICS

Maximize your organization's impact with data insights on donor behavior, key prospects, and philanthropic trends.



CAMPAIGN STRATEGY

CAMPAIGN DATA ACCELERATION

Let us apply best practices in data analysis to understand who you should be asking, for how much, and when.

We will partner with you to maximize your philanthropic outcomes as advisors or executors of our strategies.



CAMPAIGN STRATEGY



THE EVERYTHING BAGEL

Need your next campaign to get done? We'll do it. And better.

Let us take your campaign from conception to expression with our team of copy writers, graphic artists, print masters, and data scientists.



CAMPAIGN STRATEGY



TOTAL CAMPAIGN MANAGEMENT

Community Campaigns are a fine balance of snail mail, email, phone, and event engagement. Let us help you refine your strategy with the right ask, using the right appeal, at the right time.



SEARCH ENGINE OPTIMIZATION (SEO)

Your website isn't optimized for best practices in SEO. You're not alone. Free traffic from search engines is going to bring you new interest, eager volunteers, and increase your impact.

We specialize in technical execution and content best practices to help nonprofits get found.



SEARCH ENGINE MARKETING (SEM)

Did you know that Google has a program offering up to \$10k/month in free Google Adwords spend!? We can help you claim your Google Grant and get your nonprofit found via (free!) paid advertising.

Don't leave money on the table.



WEBSITE DEVELOPMENT

Let us help you reimagine your digital landscape with a well thought out digital home base, build fresh from the user's perspective. The possibilities are endless and we love innovating.

Let's build email automations, clever chat bots, and user-driven design to change the game.



CHAT BOT DESIGN

Let us help you build community and delight donors using smart automations and thoughtful workflows.

Our bespoke chat bot solutions will help grow and connect your community.

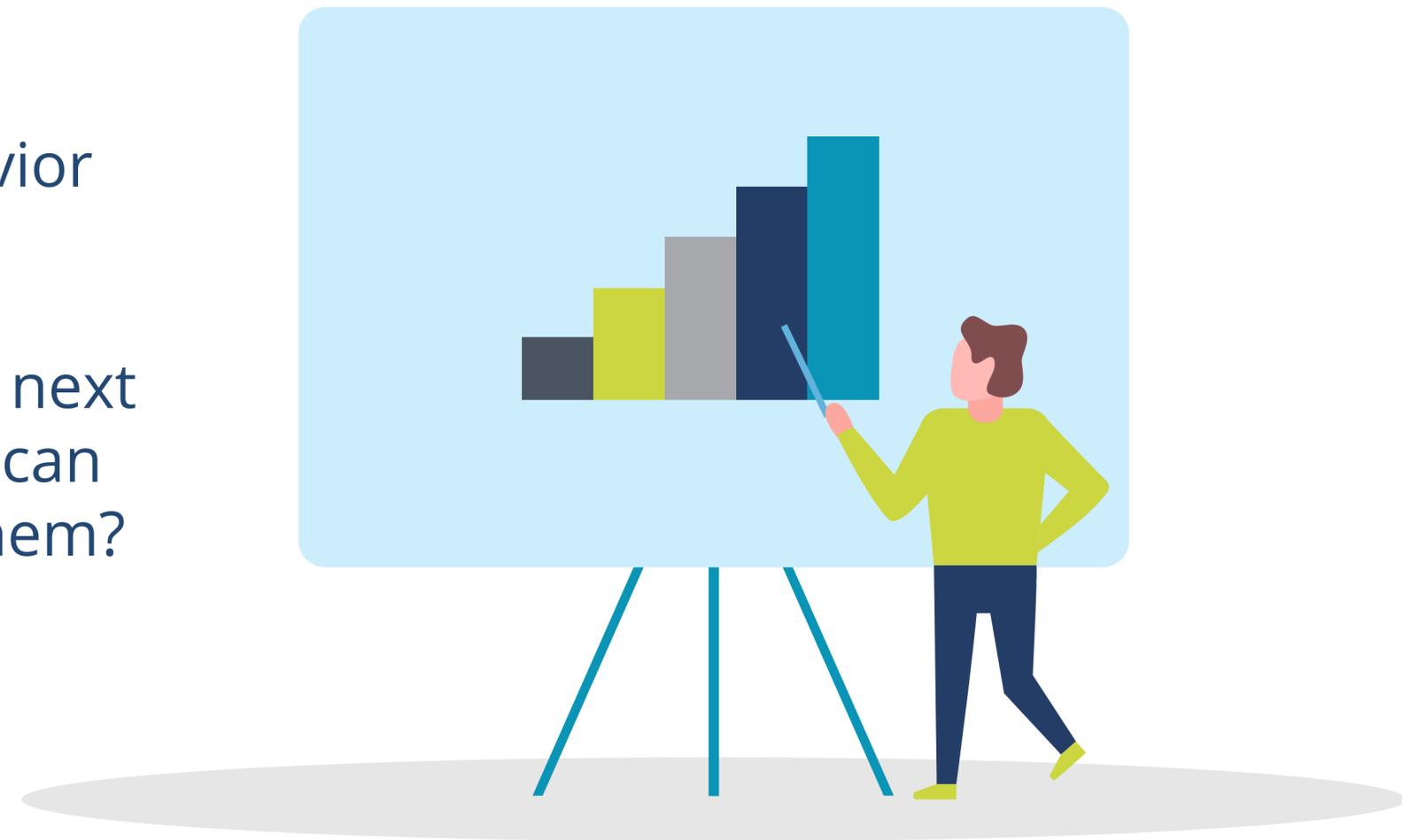


DONOR DATABASE ANALYSIS

We specialize in the analysis of donor behavior with data-driven results and strategies.

Need help nailing the ask amounts for your next campaign? Want to understand where you can engage donors more, and how to engage them?

The data knows. Let us help you unlock the secrets in your datasets.



DATA VISUALIZATION AND DASHBOARDING

Let us help you build your live dashboards so you can understand your current campaign at the snap of a finger. Save hours of poking around excel and let us create a single source of truth to monitor and analyze your campaign's growth.



EYE POPPING DESIGN IN PRINT

Stationary? Check. Full event art design from invitations to stage design? Check. Your next mailer? Thank you card? Pop up banner? Tee-shirts? If you can imagine it, we can design it.



VIDEO THAT MOVES YOU

Need a video that tells the story of your latest program success, event, donor profile or anniversary? We offer full video services from concept in storyboarding to video editing and animations.





**We look forward to
working with you**

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