

---

## **Aespire is a digital agency that empowers leaders of mission-driven organizations to bring clarity to their organization's purpose, mission, and culture through values-driven design communications.**

Our design leadership guides our clients through four dimensions of communication and culture to be strategic, inspirational, relational, and aspirational.

- Being Strategic Communicates Purpose.
- Being Inspirational Communicates Character.
- Being Relational Communicates Culture.
- Being Aspirational Communicates Vision.

### **Mission-driven Design**

We design engaging and values-driven communications that align your brand, strategy, story, and objectives with the hearts and minds of the communities you serve.

We practice the disciplines of positioning, strategic alignment, and design thinking to help leaders raise their voice, engage their communities, and expand their influence in a digital and social world.

We employ a continuum of design, marketing, and technology solutions to differentiate your organization and connect your cause with the community for greater impact.

We begin each engagement from the perspective that mission-driven design is the catalyst for communications. Our integrated design philosophy ensures your mission and cause connects with your audience.

### **We Succeed Together**

As with all of our clients with which we work at a very high level, we seek to develop a long-term and trusting relationship with the leaders and organizations with whom we work.

Over time, we have found that our most successful engagements begin with conversations — where we discuss your needs and our expertise — to understand if our respective organizations are a good fit for each other.

It will also help you to understand if we're a good fit by reading our thought leadership at [blog.aespire.com](http://blog.aespire.com), and exploring the case studies at [aespire.com](http://aespire.com) for examples of how we help organizations like yours. It's a great way to learn about who we are, what we do, how we work and how we would help if you decide to hire us.

If you need more reassurance, some of our clients have shared their testimonials at [aespire.com/testimonials](http://aespire.com/testimonials).

### **Disciplines:**

- Strategic Alignment
- Brand and Positioning
- Message & Story Framework
- Design Thinking

### **What we Believe**

- We believe purpose is the foundation for mission and vision.
- We believe strategic design can create greater impact for your cause and in the world.
- We believe people matter, and that technology serves to nurture relationships.
- We believe smart communications connect your audience with your mission.
- We believe measurable impact leads to action.

We work with a select number of purpose-driven organizations each year; with leaders who appreciate the depth of our insights and a process we've refined over the past twenty years. It's important that we understand if we're a good fit for each other, don't you agree?

### **We're right for you if:**

- You are guided by values. We seek to work with those whose purpose and values guide their mission and vision.
- You're looking for a partner whom you'll value as a trusted advisor.
- You anticipate that we will challenge your assumptions and expectations, clarify your objectives, recommend strategy, and lead by design.
- You're open to following the principles of The Cause Manifesto (see page 2).

## Tell Your Story. Spark Change. Build a Movement.

### We know purpose guides you.

Clarity focuses your passion for your mission into strategy that aligns your purpose, brand, and story. We'll ask the right questions and create meaningful design solutions to advance your cause or idea.

### We know your mission drives you.

When you speak with one voice, you expand your influence and connect with your audience. We'll empower you to be an engaging and powerful voice for your cause in a digital and social world.

### We know your vision inspires you.

With insight and creativity, we'll design communications that help you attract followers who share your values, believe in your cause, and are motivated for action.

### We know you want to spark change.

People are looking for a cause to believe in, and for a leader to follow—to be part of a culture that makes a difference. We believe strategy and design will help you build a movement that matters.

### We know we can help you.

Your passion fuels our purpose. We empower leaders and changemakers who desire to move their mission forward, raise their voice, spark change, and build movements.

To begin the journey to influence, inspire, and engage the communities you serve, call Brian Sooy at (440) 809-8970.

Advance your mission and create your greatest impact with the principles from our signature book, *Raise Your Voice: A Cause Manifesto*. A complimentary copy is available upon request.



The four dimensions of communication and culture are guided by the framework of The Cause Manifesto:

**Be Strategic.** Create and follow a communication plan.

**Be Focused.** Share your one purpose with one voice.

**Be Meaningful.** Your values move your followers to believe in your cause.

**Be Insightful.** Data helps you tell your story and gain greater insight.

**Be Inspiring.** Speak to the mind and appeal to the heart.

**Be Engaging.** Listen as often as you speak.

**Be Social.** Every interaction is an opportunity to build relationships.

**Be Grateful.** Your supporters' generosity makes a difference.

**Be Trustworthy.** Accountability and transparency create trust.

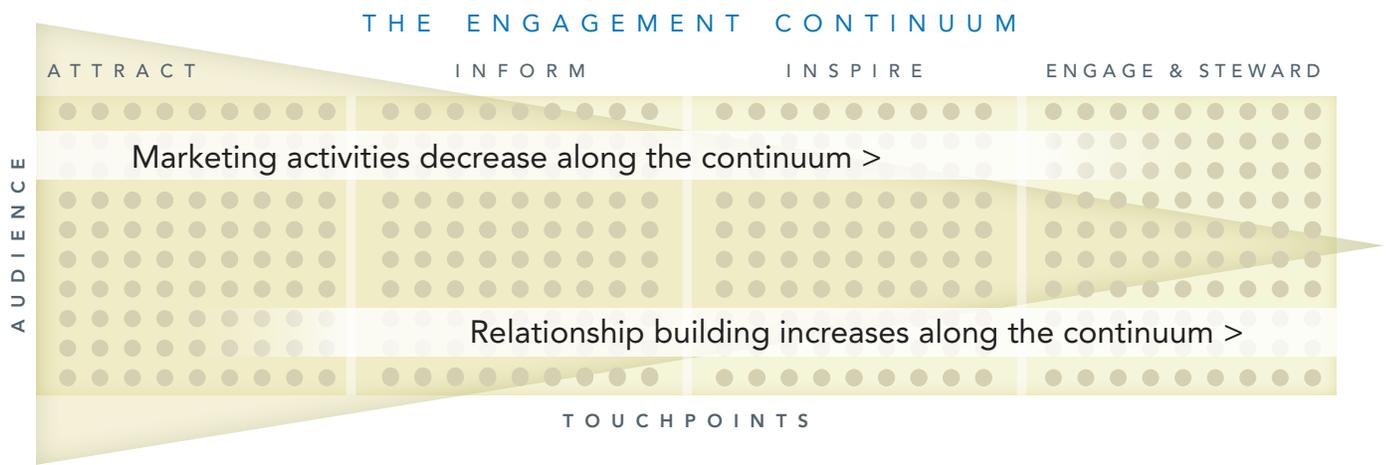
**Be Positive.** Choose your words well, for they will motivate people.

**Be Powerful.** Your cause has the potential to change the world.

**Be Courageous.** Take bold steps to make your vision a reality.

Mission-driven design aligns marketing and communications with the organization’s purpose — what it’s on a mission to achieve. It encompasses the positioning, differentiation, strategy, design, media, and user experience — what is commonly known as branding and communications — which we refer to as design with purpose.

Through mission-focused design and content, your organization can attract, inform, inspire, and engage your audience through communications that are focused and relevant. The outcome is beyond branding: it is differentiation, visual continuity, and awareness of your organization as the one voice for the cause it represents.



## Aespire’s Capabilities within the Dimensions of Communication & Culture:

### Strategic

- Strategic Alignment\*
- Communications & Media Planning
- Brand Perception Workshop\*
- Research and Insights

### Relational

- Social Media Strategy, Management, and Metrics
- Lead Nurturing through Marketing Automation
- Fundraising Consulting & Support
- Public Relations\*
- Events and Conferences\*
- Advocacy & Public Affairs\*

### Inspirational

- Logo & Identity Design
- Message & Story Framework
- Content Creation
- Environmental Design

### Aspirational

- Purpose, Character, Culture, & Voice
- Brand Framework and Positioning
- Naming
- Leadership Consulting

### Design & Digital Touchpoints

- Print and Interactive Publication & Collateral
- Desktop, Runtime, and Interactive Presentations
- Content Managed Web Site Development
- 1 to1 Relationship Marketing
- Book Design and Author Services
- Mobile-first Apps (app.aespire.com)

\*Our capabilities can be extended through the Aespire strategic partner network.

---

## Aespire's Capabilities Summaries:

### Strategic

- Strategic Alignment\*: Operational and strategic planning in collaboration with our premier partner.
- Communications & Media Planning\*  
Communication audit, strategy, and recommendations.
- Brand Perception Workshop\*: For organizations with over 10 stakeholders, a two-day guided experience to discover the values, attributes, and directives of an organization's brand framework.
- Research and Insights: Stakeholder and community research; objective analytics driven insights through the Aespire Insight Marketing Model.

### Relational

- Social Media Strategy, Management, and Metrics: Channel recommendations, strategy, planning & execution. Automated metrics and analytics delivered directly.
- Lead Nurturing through Marketing Automation: Aespire is a certified SharpSpring Marketing Automation partner. 1-to-1 lead nurturing campaigns, with elements of user-behavior based content delivery and anonymous visitor insights.
- Fundraising Consulting & Support: Online fundraising expertise, with strategic and creative support for premier partners in capital and major gift campaigns.
- Public Relations\*: Enhanced through our premier partner network.
- Events and Conferences\*: Supported through our core team and enhanced through our premier partner network.
- Advocacy & Public Affairs\*: Through our premier partner network.

### Inspirational

- Logo & Identity Design: Award-winning logo and identity design, visual brand framework, and visual identity management.
- Message & Story Framework: Develop core messages and story framework that align your unique positioning and audience values.
- Content Creation: Taglines, content marketing, thought leadership strategy.
- Environmental Design: Branded environments that welcome and engage visitors.

### Aspirational

- Purpose, Character, Culture, & Voice: Through our Clarity process, identifying and articulating the values and attributes that are core to your mission, and align with your audience.
- Brand Framework and Positioning: Identifying and articulating the perception you aspire to, the dramatic difference and impact your organization makes, and the unique position you seek to hold in your audience's mind.
- Naming: Memorable and meaningful organizational and initiative strategy and recommendations.
- Leadership Consulting: Advising and consulting with organizational leaders on leadership, culture, and entrepreneurial issues.

### Design & Digital Touchpoints

- Traditional transitional, and Interactive Publication & Collateral
- Desktop, Runtime, and Interactive Presentations
- Content Managed Web Site Development
- 1 to1 Relationship Marketing
- Book Design and Author Services
- Mobile-First Apps (app.aespire.com)

\*Our capabilities are extended through the Aespire strategic partner network.

---

**Since 1995, the nonprofit organizations who hire us include:**

**Philanthropic and grant-making organizations**

- The Cleveland Foundation
- Community Foundation of Lorain County
- Lorain County Community College Foundation
- Nord Family Foundation
- The Stocker Foundation
- United Way of Greater Lorain County

**Nonprofit Agencies**

**Economic Development and Technology:**

- Cleveland Water Alliance
- One Community
- GLIDE (Edison Technology Incubator; Lorain County Community College).
- Design and marketing for multiple GLIDE technology clients
- Innovation Fund Northeast Ohio
- LCCC Office of Community & Technology Transfer
- LEEDCo
- Lorain County Community College: Entrepreneurial, Workforce Development, Technology initiatives.
- NorTech (Merged with TeamNEO in late 2015)
- RECS (Regional Economic Competitiveness Strategy)
- SMART Microsystems
- Speed-To-Market Accelerator
- The Oberlin Project
- Team Lorain County

**Health and Human Services:**

- Christian Children's Home of Ohio
- Second Harvest Food Bank of North Central Ohio
- Wingspan Care Group (Bellefaire JCB, Applewood Centers, Monarch Center for Autism)
- United Way of Greater Lorain County
- Wyoming Humanities Council

**Education and Related Initiatives**

- Baldwin Wallace University Center for Innovation & Growth
- Bowling Green State University
- Carl Sandburg Community College
- Case Western Reserve University
- College Now of Greater Cleveland
- Lake Land College
- Lake Ridge Academy
- Lorain County Community College
- Lorain County Community College Foundation
- Riverside Community College District and Foundation
- Riverside Community College
- Moreno Valley Community College
- NORCO College
- The University of Akron
- Western Nebraska Community College

**Conference Collaborations**

- COSE Small Business Conference
- NorTech UnCon
- NorTech AEB2B
- Windpower Conference
- Aespire principal is 2016 Co-Chair of the UCDA National Design Conference (University and College Designer Association)