



## Pro Bono Matching Program

**We are here to help and to provide solutions.**

We like to help local organizations look good and show off the incredible work that they do. If you're just itching to work with us on a pro bono basis, here's what you should know about our Pro Bono Matching Program:

We ask that organizations requesting a donation of our time use our Pro Bono Matching Program. Simply connect us with a friend, colleague, fellow board member, or another individual in your network whose company is in need of marketing work, and we'll match that project dollar for dollar for your organization.

Please note that all pro bono work awardees must be classified as a non-profit organization. Media and production costs must be funded directly by the organization requesting pro bono work, and will not be included in the project scope provided by Swim.

**Questions?** Direct them all to Bill, our Director of Accounts. [bill@swimcreative.com](mailto:bill@swimcreative.com)

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**Note:** The following pages contain Swim's capabilities as well as a sample email to use when seeking a pro bono match.



## Example of an “Ask” Email:

Hello,

Thank you for your support of [insert non-profit organization.]

As a non-profit organization, we often need to ask for pro-bono work in order to achieve the goals we set. In this case, we would like to work with Swim Creative, a local advertising, branding and interactive agency, for [insert ask here.] However, we lack the budget needed.

As you know, we strive to spend every dollar we have on [our actual programming], so in order to meet our organizations [marketing] needs, please consider a matching program to help pay for Swim Creative’s services.

A matching program works like this: rather than asking you for a direct donation to our organization to pay for [these services], consider hiring Swim Creative for your business or organization’s marketing needs. Swim will then match a portion of whatever you spend on [insert services here]. This isn’t a normal donation, this opportunity allows you to get your marketing needs met while helping our organization [maintain and grow].

Attached is a sampling of Swim Creative’s capabilities. If you would like to learn more about their agency or discuss a potential project, you can reach out to Bill Nelson at [bill@swimcreative.com](mailto:bill@swimcreative.com) or call 218-722-1404.

Thank you for helping our non-profit organization.

Sincerely,

[Insert signature, name, title, contact information]

# SWIM



## Who we are.

At Swim, a big part of who we are comes from where we live. Our work ethic, our curiosity, our creativity—it's all derived from our home in Duluth, Minnesota. Everything we do makes our clients stand out in a crowded marketplace. We do this with insight, whip-smart strategy, human truths and genuine emotion. We create connections, loyalty and “aww” moments. Everything else is just marketing.

**“If you remember it, Swim did it.”**

 [facebook.com](https://www.facebook.com/swimcreative)

 [linkedin.com](https://www.linkedin.com/company/swimcreative)

 [twitter.com](https://twitter.com/swimcreative)

 [instagram.com](https://www.instagram.com/swimcreative)

 [vimeo.com](https://vimeo.com/swimcreative)

 [youtube.com](https://www.youtube.com/swimcreative)

## Leadership



**Patrice Bradley**  
CEO/Creative Director



**David Sadowski**  
Partner/Director of Branding



**Bill Nelson**  
Director of Account Services

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For new business inquiries, reach out to Bill Nelson at [Bill@SwimCreative.com](mailto:Bill@SwimCreative.com)  
or call 218-722-1404 • 3 West Superior Street, Duluth, MN 55802 • [SwimCreative.com](https://www.SwimCreative.com)

# SWIM

## What we do best.

**Aging Services • Arts & Entertainment • Aviation • Business & Finance • Education  
Food & Beverage • Healthcare • Industrial • Law • Legislative & Municipal • NonProfit  
Political • Real Estate • Retail • Travel & Tourism • and More**

### Strategic Planning

We develop strategic plans that ensure marketing goals are in line with available resources and assign key benchmarks for measurement that allow us to refine our efforts in real-time for continuous optimization.

### Research

We specialize in high-quality, measurable, and insight-producing research utilizing the latest technology platforms. We are experts in making certain your websites and apps not only work, but are useful, too. And we can provide strategic oversight to quantitative initiatives.

### Brand Development

We've developed a unique dimension to the "Archetype" branding methodology that unlocks the strength and potential of your brand by aligning it with universal emotions and motivations, and expresses it all through the power of impactful storytelling.

### Visual Identity

We design for the real world, creating identities that translate your brand into a visual representation that captivates, inspires and delights.

### Interactive

We build websites, including e-commerce, taking them from concept to launch. Our interactive work is useful, intuitive and responsive, and can include full SEO as well as mobile and app development.

### Core Creative

We do it all: from concept, copy and art direction across all traditional and digital media, to graphic design, motion graphics, broadcast production, digital and social media. And we're not quite finished: we are also experts at guerrilla marketing, packaging and event management.

### Digital + Social Marketing

We work with the leading search engines to maximize your media placements. As a Google Partner and Bing-certified professional, we provide strategies for online advertising, including search marketing, analytics, Google AdWords, social media (strategy, advertising, implementation), banners and email marketing.

### Video Production

We are storytellers at heart and video is a great way to tell client stories. We have decades of experience producing, directing and editing effective video content. Today, our in-house production team can take a project from concept to finished product. We write, storyboard, plan, scout locations, cast talent, direct talent, select or create music, mix sound and create graphics and animation. And, if there's ever a specialized service requested that we can't provide, we have excellent relationships with area production companies who can partner with us to turn your vision into video.

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