



Service Menu Examples		
Category	Description	Examples
Communications	Kanascend supports clients in communicating with diverse stakeholder groups	Communicating with key organizational constituencies (funders, grantees, residents, sponsors, community leaders, etc)
Social Media Engagement	Kanascend provides strategic guidance and organizational support to ensure visibility is maximized	Overseeing analytics, growing organizational audience and presence, design social media content and graphics, create social media calendar and schedule posts
Writing	Kanascend will take broad ideas and turn them into first drafts	This looks like messy notes turned into board agendas, messy notes turned into board meeting minutes, rough ideas turned into KPI dashboards, rough design concepts turned into high resolution files
Advocacy/Organizing	Kanascend can lean in strategically to strengthen your advocacy, organizing, and/or campaign work	Review advocacy plans and timelines, organizing tactics, 1-1 conversations and more
Translation	Kanascend will take decent Google Translate transcriptions and make them accessible to all	Google Translate is not enough. Kanascend leverages that tool initially and adds a personal touch to take your English to Spanish translations to an understandable and accessible level
Meeting/Convening Production	Kanascend supports organizations with execution of important meetings.	In person meetings, Zoom meetings, webinars
Event Production	Kanascend helps back-end production for events of all sizes,	Fundraisers, appeals, stakeholder convenings, town halls



	virtual and in person.	<u>Sample event photos</u>
Strategic Profile Development	Kanascend supports clients in doing foundational research	Creating funder or competitor profiles
Website Design	Kanascend provides basic website maintenance.	Basic design and text changes
Philanthropic Support	Kanascend provides clients with extra support around funder reporting requirements	Drafts for grant proposals, interim and final reports, required graphics, pitch deck presentations, fund development
Fundraising Events	Kanascend provides clients with comprehensive support around fundraiser events	Oversee fundraising targets, sponsor appeals, communication, event collateral, and other fund development activities
Video Production	Kanascend provides video assets for clients	Most recent work includes support AERDF's Reading Reimagined (now Magpie) with high quality video assets for the beta literacy app
Audio Production	Kanascend provides audio assets for clients	Most recent work includes supporting Magpie with high quality audio files for product promotion and advertising
Administrative Support	Kanascend supports clients with day to day administrative tasks that take time away from mission critical work.	Credit card reconciliation forms, expense forms, draft emails, Google forms, conference coordination
Stakeholder Engagement, Training & Development	Kanascend tailors coaching and development experiences for families and/or students K-12	This looks like organizing 101 workshops, FAFSA Workshops, College 4 ALL, 1-1 touchpoints
Public Speaking	Kanascend enjoys talking to first generation families	Workshops, assemblies, focus groups, and more