



CultureVate

Telling Stories that Spark Movements





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Culture Design + Storytelling + Brand Strategy

Capabilities Statement

CultureVate provides strategic consulting, media and communications and training services to entrepreneurs, nonprofits and small businesses.

As a minority, woman-owned small business, CultureVate is committed to excellence and creating culturally-relevant, transformative solutions for our clients.

What Sets Culturevate Apart

- Industry leadership and subject mastery
- Value-driven processes
- Strategic integration of culture and branding
- Diversity-driven innovation
- Culture-first client journeys
- Technology and AI enhanced approach to branding and storytelling

Core Capabilities

Our community engagement experts and communications professionals develop and implement solutions in the areas of:

- Consulting
- Media & Communications
- Training

Consulting

Our consulting services focus on developing multimedia campaigns to position organizations to serve their communities through:

- Brand Development
- Digital Storytelling
- Internal Communications
- Community Engagement

Media & Communications

Our media and communications services focus on engaging our community and culture through:

- Copywriting
- Journalism
- Public Relations
- Social Media
- Email Marketing

Training

Our training services focus on empowering communities with the tools and strategies to develop their own authentic narratives through:

- Storytelling Training
- Values Alignment Training



INTACT



The Impact Connection Package

For Nonprofits: Share Your Story, Engage New Stakeholders

Price: \$1,500 - \$3,500/month (depending on scope and frequency)

Prices based on 12-month agreement

Services Included:

- Monthly Blogging & Content Creation
- Social Media Management (2-3 platforms)
- Email Marketing Campaigns
- Communications Strategy Development

The Impact Connection Package is built for nonprofits that want to share the impact they make in the community every day. Through authentic storytelling, we help you craft a narrative that resonates with your community and drives meaningful connections.

Our approach goes beyond sharing updates—it's about creating a culture of trust, where your stakeholders see themselves in your story. Monthly blogs and social media posts will showcase your impact, while email marketing nurtures ongoing relationships. Together, we'll shape a narrative that strengthens your community and grows your supporter base.



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The Brand Ignition Package

For Speakers, Entrepreneurs, and Influencers: Build Your Digital Brand & Grow Your Online Presence

Price: \$3,500 - \$7,500 (one-time package with additional ongoing services if needed)

Services Included:

- Brand Story Development
- Website Design (up to 5 pages)
- Brand Templates (social media, presentations, etc.)
- Digital Press Kit Creation
- Social Media Content (1 month of posts)
- Storytelling & Brand Management Coaching

The Brand Ignition Package is designed to help you define and share your unique story with the world. Through deep storytelling and culture design, we bring your personal brand to life, ensuring it feels authentic and connected to your audience.

Your website will not just reflect your personal brand—it will tell a story as unique as your fingerprint that highlights your values and vision. With custom brand templates and a press kit that elevates your public presence, we'll build a solid foundation for your online identity. This package empowers you to lead with your story and create a lasting digital footprint.



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The Trust & Visibility Blueprint

For Small Businesses and Mid-Sized Firms

Price: \$5,000 - \$10,000/month (depending on scope and services)

Services Included:

- Monthly Communications Strategy
- Social Media Management (including ads)
- Blogging & Content Creation
- Email Marketing Campaigns
- Quarterly Performance Reviews

The Trust & Visibility Blueprint is perfect for businesses looking to build a culture of trust and engagement through storytelling. At CultureVate, we believe that when your brand's values align with your communications, you build authentic connections with your audience.

Our monthly communications strategy and social media management are designed to foster deeper relationships by consistently sharing stories that reflect who you are and what you stand for.

With carefully crafted blog posts, email campaigns, and quarterly reviews, we help you shape a culture where trust and transparency lead to increased visibility and long-term success.



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Additional Services & Rates

Blogging | \$350 - \$600 (per post)

Craft engaging blog posts that reflect brand values and culture. Includes SEO optimization.

Social Media Management | \$800 - \$3600

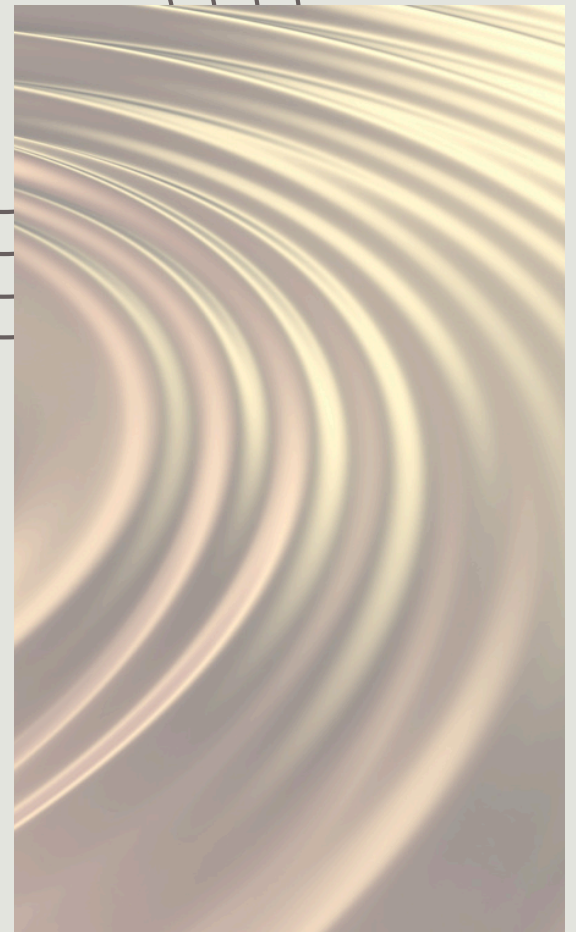
Develop and manage social media strategies, including content creation, scheduling, and engagement.

Email Marketing | \$300 - \$1,200 per campaign


Design and execute email marketing strategies that tell the brand story and enhance engagement. Includes list management and analytics.

Communications Campaigns | \$2,400 - \$3,500 per campaign


Develop comprehensive communication strategies that align with organizational culture and values.



Contact

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 Waldorf, Maryland

 info@culturevateglobal.com





Telling Stories that Spark Movements

At CultureVote, we use **storytelling** to **transform culture** by aligning your brand's values with both your team and community. We help you **build real connections** that foster trust and loyalty. Our approach keeps your brand's story evolving, creating lasting impact and meaningful engagement.

Additional Services & Rates

Digital Content Creation | starting at \$2,400
Multimedia campaigns showcasing brand culture and values

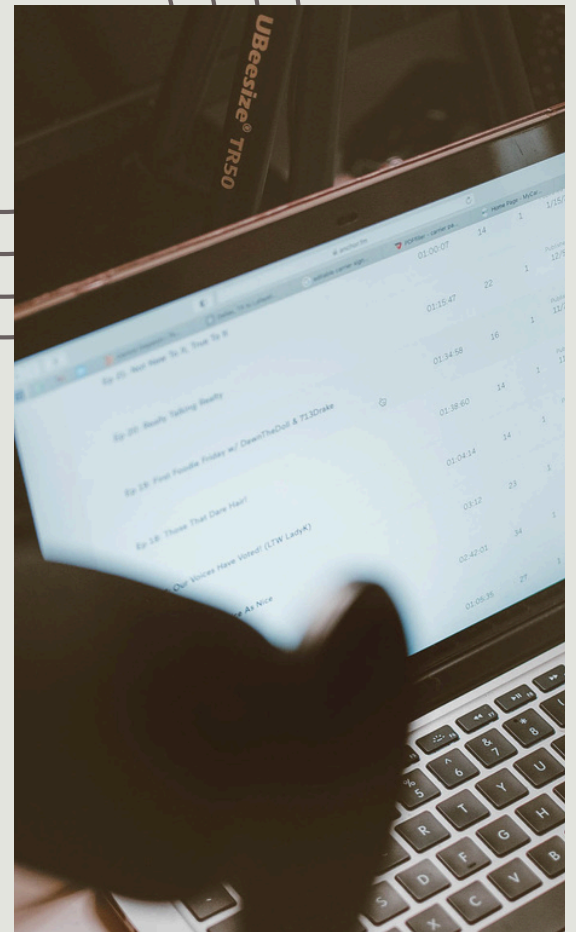
Brand Storytelling | starting at \$3,200
Develop and refine brand narratives for digital platforms

Customer Experience Story Mapping | starting at \$1,200
Map customer journeys across digital channels

Culture Narrative Assessment | starting at \$1,200
Analyze and evaluate digital content for cultural alignment

Storytelling Training for Employees | \$1,250
Interactive sessions teaching teams storytelling techniques

Values Alignment Training | \$750
Communicate and align brand values with operations and culture



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