

ADVANCE IMPACT Communication

STRATEGIC DESIGN & MARKETING SERVICES

We elevate mission-driven organizations through strategic communication, design, and marketing that move communities forward. As part of ADVANCE IOWA's Business Growth pillar, we help economic developers, chambers, and public agencies turn complexity into clarity with fast, purposeful support tailored to your audiences and initiatives. Our mission is simple: to amplify yours—helping you show up with clarity, consistency, and confidence without adding headcount or slowing your momentum.



Benefits of **WORKING** Together **YOU** will:

BUILT FOR YOU!



We understand economic development stakeholders, timelines, and communication needs—and deliver strategic support without adding staff or juggling vendors.

DESIGN-DRIVEN



Every piece we create is anchored in strategic clarity. From flyers and presentations to digital and print collateral, we blend thoughtful visuals with purposeful messaging to strengthen your impact.

FOCUSED & FLEXIBLE



Support that adapts to your pace—quick wins or full-scale rollouts without delays or unnecessary complexity.

- ✓ **SAVE TIME & STAY CONSISTENT**
Delegate key communication tasks without losing clarity or alignment.
- ✓ **STRATEGIC PARTNERSHIP, NOT JUST DESIGN**
Get visuals, messaging, and campaigns shaped for impact—not just execution.
- ✓ **ACCESS QUICK-TURN, BUDGET-FRIENDLY OPTIONS**
Choose services that fit your needs with turnaround built for public teams.
- ✓ **USE DEPLOYMENT-READY MATERIALS**
From slide decks to brochures to digital content, everything is ready to launch.
- ✓ **STRENGTHEN STRATEGIC THINKING**
Assess your internal strengths and external environment using proven frameworks.
- ✓ **BUILD AN ACTIONABLE ROADMAP**
Gain practical tools and direction that help you move forward with confidence.

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ADVANCEIOWA.COM



Business Solutions & SERVICES

Brand & Visual Identity

Modernize your brand with refreshed logos, colors, typography, and coordinated materials for programs, campaigns, and community-facing initiatives.



Design & Collateral

Create clear, compelling materials—flyers, slide decks, prospecting packets, and impact reports—that elevate your message and help you stand out.



Marketing & Messaging

Strengthen engagement with refined messaging, content structure, storytelling, and optional add-ons like social graphics or email templates.



Strategy & Alignment

Clarify audiences, value propositions, and communication priorities with guided frameworks that connect your messaging to organizational goals.



Strategy ALIGNMENT

Guidance that connects communication to your goals.

We help you:

- Identify priority audiences
- Align messaging across programs
- Strengthen competitive positioning
- Map communication to organizational goals
- Build frameworks that support long-term growth

What GUIDES our work

- ✓ **Clarity With Purpose**
— Messaging grounded in your goals.
- ✓ **Design That Works**
— Visuals that inform and persuade.
- ✓ **Agility & Alignment**
— Flexible support that fits your pace.
- ✓ **Educational Collaboration**
— Student-supported capacity and fresh ideas.
- ✓ **Trustworthy Output**
— Board-ready, stakeholder-aligned materials.

Our IMPACT

- More consistent branding across programs and departments
- Increased event attendance and digital engagement
- Stronger stakeholder trust and media visibility
- Effective rollouts for workforce, business park, and public initiatives



Todd E. Hutchesson
Director, Adjunct Professor



Annette Stevenson
Marketing & Communication
Coordinator



Explore **MORE**

Scan the QR code to visit and explore solutions, view examples, and more.

Schedule a CONSULTATION

Explore how Advance Impact Communications can support your next initiative. During your free 1-hour discovery call, we'll walk through your goals, timelines, and audiences—and identify opportunities to elevate your impact.