

10

Time-Sucking Tasks Nonprofits Can Outsource Without a Long-Term Commitment

Your guide to handing off the brand and marketing work that drains your time.





Are you stretched thin with fundraising, programs, board meetings, operations and everything else your tiny-but-mighty team manages? Marketing and branding often take a back seat simply because your days are already full.

And when you think about getting help, it feels complicated:

- **You don't want** long-term contracts.
- **You don't want** expensive agencies that don't understand your world.
- **You don't want** someone changing your message or your voice.

You simply need support – not a takeover.

The good news is that outsourcing doesn't have to be all or nothing.

There are tasks you can hand off right now – without a long-term commitment, without a big time investment and without risking your brand voice or donor trust.

These tasks rely more on consistency and execution than deep institutional history, which makes them easy and safe to outsource.

This guide highlights 10 of them.

Pick one, try it, and get a little relief.



This guide is perfect for ...

... small to mid-sized nonprofits that need reliable creative support without the cost or commitment of a full agency.

You're in the right place if you need:

- **A social presence** that stays active, not a high-volume publishing schedule
- **Donor and supporter communications** that go out on time
- **A brand presence** that feels updated and cohesive (but not a complete rebrand)
- **More partnership** than a freelancer can offer
- **Less overhead** than a large firm with layers of account managers

You need a creative partner who gets your work, supports your goals, and takes things off your plate – without taking over your brand.

Now on to the tasks ...



Task #1

EMAIL NEWSLETTERS

Why it's a time suck:

You know you should be sending regular emails to donors, supporters and subscribers. But with everything involved – from writing the content to finding images, formatting and hitting send – it never quite makes the priority list.

Or it does, and it eats up half your week.

What you hand off:

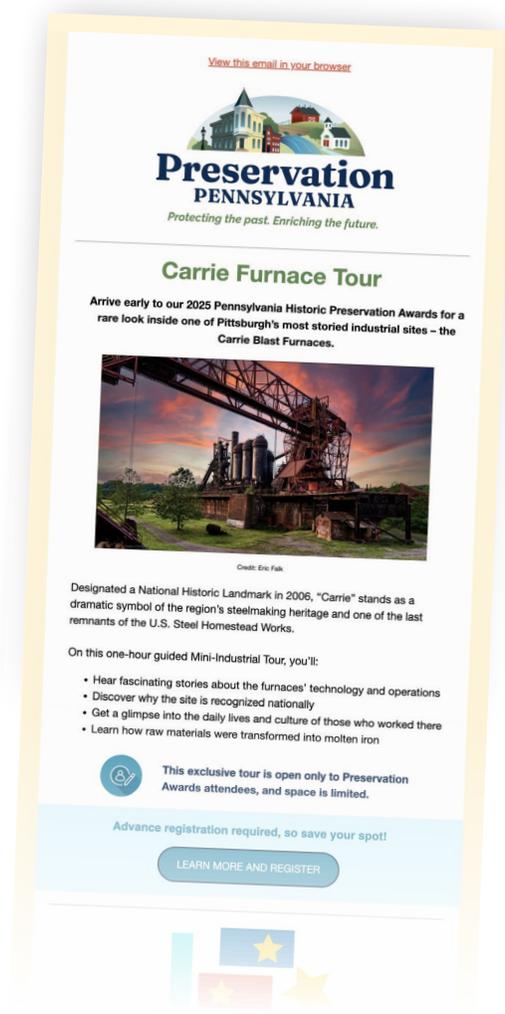
- Writing or editing the copy
- Designing the layout
- Sourcing images
- Scheduling and sending
- Helping with light list management

What you keep control of:

- Approval before it goes out
- Key messages and updates you want included

Time investment from you:

One short call or email with bullet points on what's happening. That's it.



Task #2

SOCIAL MEDIA GRAPHICS

Why it's a time suck:

You know you need to show up on social. But creating graphics for every post, event, campaign and awareness day adds up fast. And if you're not a designer, you're spending too much time wrestling with Canva to make things look right.

What you hand off:

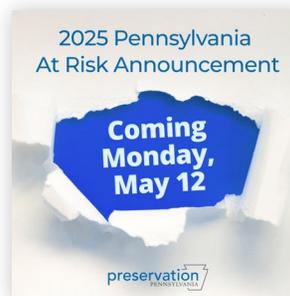
- Designing post graphics
- Creating visuals for campaigns or events
- Resizing for different platforms

What you keep control of:

- Messaging and captions
- What gets posted and when

Time investment from you:

Share your upcoming priorities or content calendar. Review and approve. Done.



Task #3

PRESENTATIONS / SLIDE DECKS

Why it's a time suck:

Board meetings, donor pitches, community presentations, staff trainings – they all need slides. And every time, you're starting from scratch or wrestling with a template that doesn't quite work.

What you hand off:

- Designing a branded master template
- Building out specific presentations
- Formatting the content you provide

What you keep control of:

- The content and key messages
- Final review before you present

Time investment from you:

Send your bullet points or rough draft. Get back a polished deck ready to present.



Task #4

EVENT MATERIALS

Why it's a time suck:

Galas, fundraisers, awareness walks, volunteer appreciation nights – every event comes with a mountain of materials. Invitations, signage, programs, name tags, banners, social graphics. It's a lot to coordinate when you're also running the event itself.

What you hand off:

- Event branding
- Invitations (print or digital)
- Event signage and banners
- Programs and agendas
- Name tags and table cards
- Social media graphics to promote the event

What you keep control of:

- Event details and messaging
- Final approvals

Time investment from you:

One kickoff call or email with the event details. Review rounds as materials come together. Sigh with relief.



Task #5

COLLATERAL REFRESHES

Why it's a time suck:

Your brochures, one-pagers and rack cards are outdated – but updating them feels like a project you'll never get to. The stats are old, the photos are stale, and the messaging doesn't reflect the work you're doing now.

What you hand off:

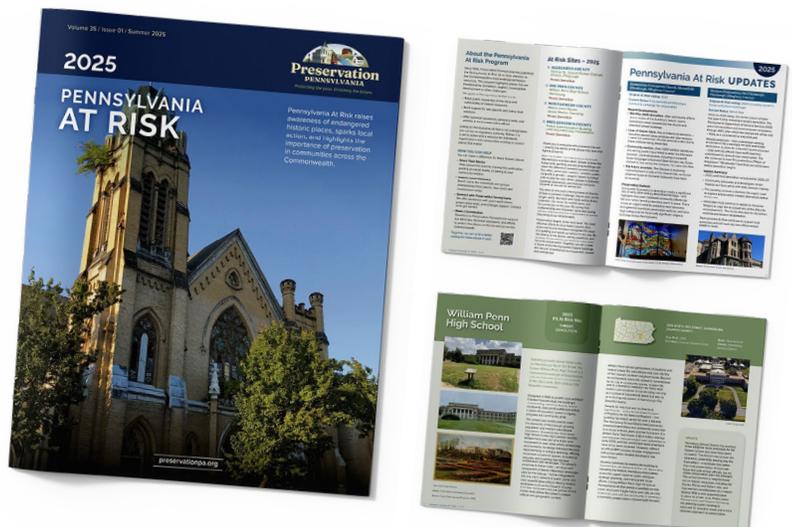
- Updating content and stats
- Refreshing the design
- Swapping in new photos
- Ensuring brand consistency across pieces
- Preparing files for print or digital use

What you keep control of:

- What needs updating
- Final sign-off before printing or sharing

Time investment from you:

Point to what's outdated.
Provide new stats or messaging if you have them.
We handle the rest.



Task #6

DONOR COMMUNICATIONS

Why it's a time suck:

Thank-you letters, appeal letters, impact updates, year-end giving campaigns – donors need to hear from you regularly. But crafting the right message, making it look good, and getting it out the door takes more time than you have.

What you hand off:

- Writing or editing appeal letters
- Designing thank-you cards or letters
- Creating impact updates or donor reports
- Developing donor appreciation emails

What you keep control of:

- Key messages and tone
- Donor data and lists
- Final approval

Time investment from you:

Share your goals and updates.
Review drafts. Hit send (or let us handle that too).



Task #7

ANNUAL / IMPACT REPORTS

Why it's a time suck:

Your annual report is a big deal – it tells your story, celebrates your impact, and builds trust with donors. But pulling together the data, writing the content, designing the layout and coordinating printing or posting can be a massive undertaking.

What you hand off:

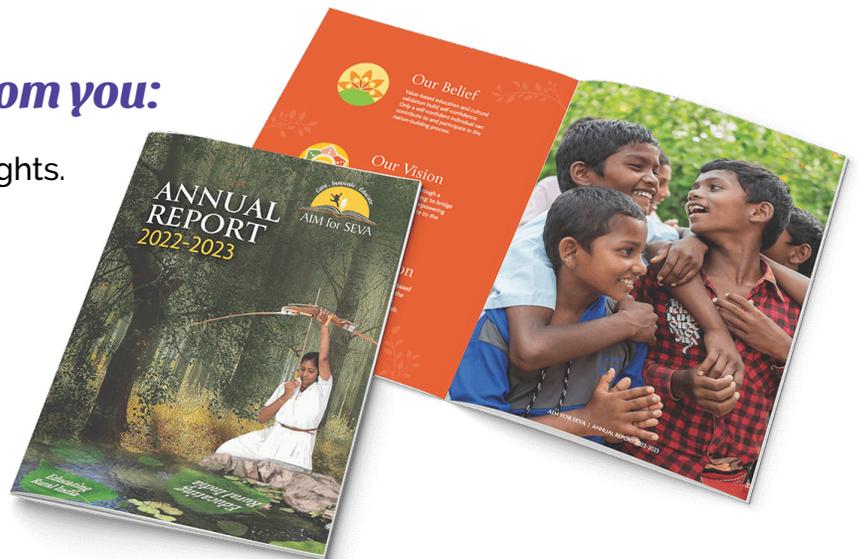
- Writing or editing the content
- Designing the layout
- Creating charts and infographics
- Selecting and editing photos
- Formatting digital files
- Coordinating printing

What you keep control of:

- The data and stories you want to feature
- Final approval

Time investment from you:

Gather your stats and highlights.
We handle the rest –
from draft to done.



Task #8

WEBSITE UPDATES

Why it's a time suck:

Your website needs updating, but every small change feels like a project. If your CMS isn't intuitive or you're short on time, even simple edits can take forever.

What you hand off:

- Updating text and images
- Adding new pages or blog posts
- Refreshing the homepage
- Fixing formatting issues
- Keeping things current and consistent

What you keep control of:

- What needs updating
- Final review before changes go live

Time investment from you:

Send a list of what needs fixing. We log in and take care of it.



Task #9

BRAND CONSISTENCY CHECKS

Why it's a time suck:

Over time, things drift. Your logo gets stretched. Your colors shift. Your fonts vary from document to document. Staff members create their own versions of things. Before you know it, your brand looks fragmented, and fixing it feels overwhelming.

What you hand off:

- Auditing existing materials for consistency
- Flagging what needs updating
- Creating or refreshing brand guidelines
- Building templates to keep staff on-brand
- Being your go-to for “Is this right?” questions

What you keep control of:

- Your brand vision
- Decisions on what to prioritize

Time investment from you:

Share what you have. We identify what needs attention and help you fix it over time.



Task #10

CAMPAIGN CREATIVE

Why it's a time suck:

Giving campaigns, awareness months, advocacy pushes, membership drives – campaigns require a lot of pieces. Emails, social graphics, landing pages, print materials, ads. Coordinating it all while still running your programs is exhausting.

What you hand off:

- Developing the campaign concept and look
- Creating all the assets (email, social, print, digital)
- Building landing pages
- Ensuring everything feels cohesive
- Adapting creative for each channel

What you keep control of:

- Campaign goals and messaging
- Timing and approvals

Time investment from you:

Share your goals and timeline. We build the creative engine so you can focus on the mission.



You don't have to do it all yourself.

And you don't have to sign a year-long contract or blow your budget on a big agency to get help.



Start small. Pick one thing from this list – the one that's been nagging at you the longest – and hand it off.

See how it feels to have a partner in your corner.

That's exactly what we do at Sharper Creative.

We help nonprofits lighten the load so you can stay focused on your mission.

Ready to talk?

Grab a complimentary, stress-free strategy session.

No hard sell. Just helpful humans.

Book a call

See our work



I'd love to hear about your work.

Llamaste,

A handwritten signature in blue ink that reads "Sue".

Sue Harper
Founder + Designer

 **Sharper Creative**
Brand Boldly