



OUR prices for 2022<sup>\*</sup>

\* quoted in GBP

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# Live Sketchnoting



For Live Sketchnoting we turn up at your event. We create visual, hand drawn notes in real time. This can be achieved at virtual/digital events or in real life.

We charge £95 per hour for live sketchnoting. This includes a briefing call as well as a debrief afterwards (if required).

You will receive a digital copy of your sketchnotes. If you would like to receive the original, please contact us to discuss options.

## The small print



We do make exceptions but, unless agreed otherwise, please assume the following:

1. It is **your** responsibility to ensure that speakers are happy for their content to be Sketchnoted and shared on social media (remember it's great for their personal brand too!!)
2. Pre-agreed travel and accommodation expenses will be paid for attendance at real life events.
3. Copyright for each Sketchnote will belong to Sketchnotes UK.
4. Both parties will have the right to share the image on social media and on their website.
5. You will not have the right to profit from the sale of the Sketchnote.

Please note that we can't Sketchnote continuously – breaks are required between sessions.

# Live Sketchnotes: Case Study



## HOW TO LOVE YOUR DONORS DURING THE COVID AFTERMATH

**EXPERT SPEAKER:** Jen Shang

**YOU CAN DO IT!**

YOU CAN LOVE YOUR DONORS INTO FEELING BETTER

YOU CAN TALK TO THEM... AND YOU CAN RAISE MORE MONEY REPEATEDLY

BY TALKING TO PEOPLE USING WORDS THEY USE ABOUT THEMSELVES

HOW DO PEOPLE FEEL NOW? (during lockdown)

HOW DO YOU WANT TO FEEL?

HOW CAN WE HELP YOU FEEL AS A CHARITY?

IF YOU JUST DO ONE THING

**LISTEN TO THEM** (for who they are)

**WE NEED TO LOVE DONORS AS PEOPLE.**

eg. RNLI supporters said they felt 'b'd & tired'?

ASK SUPPORTERS FOR THEIR TOP FIVE WORDS & USE THE MOST FREQUENT WORDS

**RECAP:**

- Tell us about yourself as a person.
- Tell us about yourself as a supporter.

#bbcon - 7th OCTOBER 2020 - Sketchnotes by Mandy Johnson

## HOW TO GROW A SUCCESSFUL ONLINE COMMUNITY (from the ground up) #bbcon 8th OCT 2020

**EXPERT SPEAKERS:** Co-founders of Fundraising Onk

LESLEY PINDEA & LUCY CALDIOTTI

HOW CAN SOLE FUNDRAISERS TALK SAFELY TOGETHER?

SET UP REGULAR THREADS FOR JOBS AND EVENTS

BRIGHTEN IN EXTRA MODERATORS

I HAD TO LEARN TO LET GO - DEBATE IS IMPORTANT & THE COMMUNITY OFTEN SELF-MODERATES

DECIDED TO TAKE A STANCE ON #BLM

BLACK LIVES MATTER

14,000 MEMBERS

70% FEMALE

10-34 y.o.

A FACEBOOK GROUP FOR FUNDRAISERS

MEMBERS FROM 99 DIFFERENT COUNTRIES.

FOUNDERS HAD SHARED VALUES

AS IT GREW THEY NEEDED RULES.

THE SITUATION IN 2015

LOTS OF MEDIA SCANDALS

TWITTER TOO PUBLIC

THESE WERE CO-CREATED WITH MEMBERS

THE COMMUNITY WILL BE WHAT THE COMMUNITY NEEDS IT TO BE AT THE TIME.

Sketchnotes by Mandy Johnson

## WHAT WE'VE LEARNED FROM HOSTING >100 VIRTUAL EVENTS

Sketchnotes by Mandy Johnson - 6th OCTOBER 2020 for... #bbcon

**EXPERT SPEAKERS:** Nishi Dhill & Simon Deery

IT NEEDS TO BE AN EASY, AND ENGAGING EXPERIENCE

**TOP TIP: PLAN!**

Have a plan A and a Plan B

**KEEP IT SIMPLE**

Remove friction for attendees

GIVE YOURSELF TIME...

BE CREATIVE eg. Virtual Museum

PRE-RECORD THE CONTENT

HAVE A DEMO FOR SPEAKERS

INVEST IN A MICROPHONE

USE HEADPHONES

CAMERA AT EYE-LEVEL

FACE LIT FROM FRONT

THINK ABOUT YOUR VIDEO NOT JUST THE SLIDES.

HAVE A LIVE HOST ON THE DAY

NAME CHECKS

SHOUTER

TIME OUTS

PERSONALITY

HUMANS WANT TO SEE HUMANS!!

**PRICEPOINTS!**

- NOT TOO LOW
- BUT CHEAPER THAN REAL LIFE
- OFFERS DRIVE URGENCY
- GROUP DISCOUNTS

What's the call to action?

These are attendees' journey

www.FundraisingEverywhere.com

DISCOUNT CODE: MOREPLEASE

## EVENT FUNDRAISING SUCCESS: BUILD BACK BETTER #bbcon 7th OCT 2020

**EXPERT SPEAKERS:** Julie Roberts & Laura Jackson

SUCCESSING IN THE NEXT NORMAL

AGILE

INSIGHTS

CONSUMER CENTRIC

NEW PRODUCT DEVELOPMENT

Go virtual!

Test new stuff

INSIGHT GATHERING

Look externally

Analyse & evaluate

AGILE WORKING

Staff redeployment

BUILD YOUR TRIBE

Community

Show impact

Don't just ask - listen!

PLAN FOR THE NEW "NORMAL"

Longer term (Transformational)

Medium term (Strategic development)

Short term (Incremental)

ORG CAPABILITY

YOU MUST DIVERSIFY YOUR EVENTS/ PORTFOLIO/ INCOME STREAMS

eg. PHREATIC CANCER UK CREATED "CHALLENGE 50"

DAISED 50K NEW SUPPORTERS

FOCUS ON YOUR CAUSE.

BUILDING DIGITAL COMMUNITIES:

DOER - THINKER - TALKER - DOER

Show case! Invite supporters to talk about what they fundraising ideas.

KEEP YOUR WARMEST WARM.

SEGMENT COMM

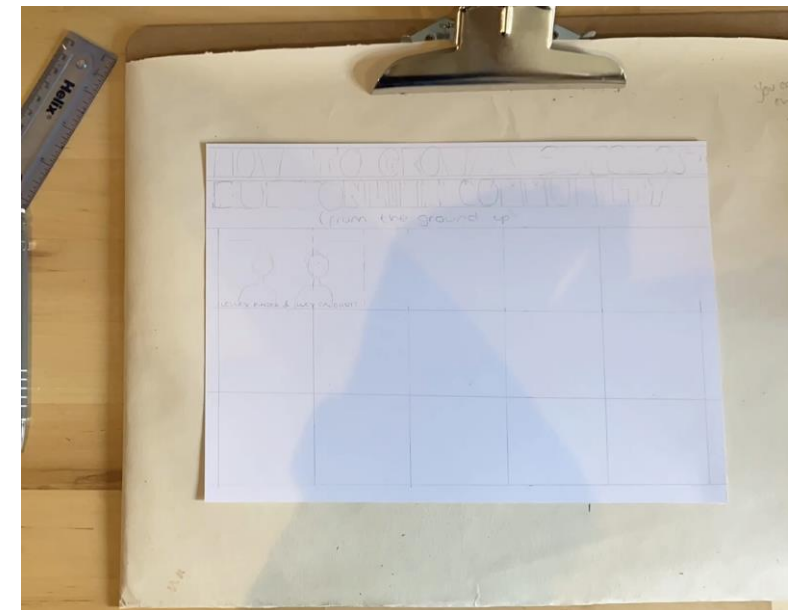
USE PERSONAL

RECAP

- Plan post recovery.
- Organise your own tribe.
- Focus on the cause proposition.
- Use individual donors channels.
- Enhance knowledge.

INCREASES DONORS

In October 2020 [Blackbaud](#) commissioned Sketchnotes UK to capture the European sessions for their online conference- #BBCON2020. We also created some time-lapse videos of the live drawing (example below).



# Bespoke Sketchnoting



Bespoke Sketchnotes can be created for any purpose – these are drawn digitally therefore we are able to keep making changes until you are happy with the final piece. Clients use them for all sorts of reasons including bringing Annual Reports to life, explaining processes, capturing corporate mission and values, creating case studies, explaining their history, etc. etc.

| Number of Sketchnotes | Price per digital copy only |
|-----------------------|-----------------------------|
| 1                     | 350                         |
| 2-5                   | 300 per Sketchnote          |
| 6-10                  | 275 per Sketchnote          |
| 11+                   | 250 per Sketchnote          |

## The small print



1. You can buy in bulk and spread your Sketchnotes across your financial year.
2. Both parties will have the right to share the image on social media and on their websites.
3. Copyright for each Sketchnote will belong to Sketchnotes UK unless otherwise agreed.
4. No party shall have the right to profit from the sale of the Sketchnote, in any format, without the prior consent of Sketchnotes UK.
5. A Sketchnote can be made up of multiple illustrations that work together to tell a visual story. One Sketchnote is one page.
6. Digital files can be provided in the following formats: PSD, PDF, JPEG, PNG, TIFF, PROCREATE.

# Bespoke Sketchnotes: Case study



**MAJOR DONOR RELATIONSHIPS**

A worksheet from Louise Morris...  
SUMMIT FUNDRAISING

**1. BE CURIOUS**  
Be curious about them as a human - not a line on your forecast.  
→ Embrace your natural curiosity.  
→ Ask lots of questions.  
→ Discover the person not a "prospect".  
Do their values align with your charity's values?

**2. PAUSE**  
Taking a step back will allow you to take the best step forward rather than standing still.  
What would appeal to this person?  
...because you don't have time...  
AND THINK  
...to rush this process.

**3. CONNECT**  
Find ways to connect each individual donor to your charity's work, to other donors, to those at your charity (including you!)  
If they're already giving they need to know how they're helping.  
Be yourself. You're more interesting when you're being yourself. (we promise!)  
CALL THEM!  
SEND THEM A VIRTUAL TOUR!  
Send something meaningful!  
Share real stories!

**4. OFFER**  
Remember to offer the opportunity to give. IT'S GOOD FOR THEIR WELLBEING...  
...but that doesn't mean they'll do it without being asked (that's where you come in!)  
Giving can enhance & transform people's lives in every way.  
Some people won't want to give when you offer. That's okay; it's inevitable.  
IT BRINGS:  
- Enormous fulfilment  
- Immense enjoyment  
- that you won't get anywhere else.  
Be kind to yourself.

**5. GO DEEPER**  
Fundraising from high net worth individuals is not a one-off activity. You should look for ways to deepen the connection.  
Thanking people 4 or more times in a year makes them more likely to give more & give for...  
Caring for the people who give to your charity will make your job more enjoyable.  
LONGER  
CARE

## ABOUT THE ORGANISATION

Louise Morris is founder of [Summit Fundraising](#). She's a major donor specialist, consultant, coach, speaker and trainer who has helped over 100 charities raise more large gifts. Louise works with fundraisers, charity CEOs and Boards - supporting them to build better relationships with major donors and to raise more large gifts.

## WHAT THE CLIENT SAID

*"One of the highlights of my year has been working with the talented Sketchnoter Mandy Johnson, who is also a former (very talented!) fundraiser."*

*I asked her to bring to life a new 5 step model I developed to help charities raise more major gifts by focusing on major donors as.....people. It sounds obvious doesn't it! But often we focus so much on our targets we don't focus on the relationships.*

*I think Mandy did a pretty amazing job!"*

# Bespoke work: A few more examples



## FIVE KEY STEPS to PERFORMANCE COACHING

- STEP #1: ASSESS**  
1. AGREE WHAT'S NEEDED, WHEN, AND WHAT THE END RESULT LOOKS LIKE.
- STEP #2: GATHER DATA**  
2. USE DATA TO UNDERSTAND WHAT'S HAPPENING AND THE EXTENT OF THE ISSUE.
- STEP #3: MAKE RECOMMENDATIONS**  
3. EXPLAIN WHAT SHOULD HAPPEN, WHY, WHEN AND HOW.
- STEP #4: TAKE ACTION**  
4. MAKE THINGS HAPPEN BY NEGOTIATING AND COMMISSIONING.
- STEP #5: EVALUATE**  
5. MEASURE WHAT'S HAPPENED AND WHAT'S CHANGED.  
RECOMMEND WHAT STILL NEEDS TO CHANGE AND WHAT WILL HAPPEN IN THE FUTURE.

Sketchnotes by M. Johnson - www.SketchnotesUK.com

## OUR STORY

THEY TURNED TO THE INTERNET TO SEE WHY HAS ALREADY WORKING ON THIS REVOLUTION

THEY DECIDED TO START A MAGAZINE CALLED COACHING CULTURE

... AND THEY WANTED MORE, WHICH LED TO CONFERENCES, EVENTS, PODCASTS, MEASURES

THEY USED THESE INSIGHTS TO CREATE THE COACHING CULTURE

THEY REALISED THAT COACHING NEEDED TO BE REVOLUTIONISED THE WAY TRAINING HAS BEEN.

WE NEED A COACHING REVOLUTION!  
COACHING NEEDS TO BE MORE ACCESSIBLE!  
COACHING CAN BE WHAT TRAINING CAN'T!

THE COMMUNITY WAS BORN...

THEY WERE GATHERING INSIGHTS FROM THE BEST IN THE WORLD

CUSTOMERS LOVED AND SHARED EVEN MORE INSIGHTS WITH THEM

THESE INSIGHTS LED TO THE DEVELOPMENT OF SOME UNIQUE SOLUTIONS

WE TREAT OUR CUSTOMERS THE WAY WE WOULD LIKE TO BE TREATED

THEY NOW HAVE A SUCCESS TEAM DEDICATED SOLELY TO CUSTOMER SUCCESS

ONCE UPON A TIME... JO AND ADAM MET ON A COURSE

WE WERE REALLY IMPRESSED - STAFF LED DEVELOPMENT LEAD AT UNIVERSITIES OF MANCHESTER

INCREIBLE, INSPIRATIONAL + INNOVATIVE

UP OF LED AT LEAD ACADEMY GROUP

A LITTLE WHILE LATER THEY DISCOVERED THEY BECAME NEXT DOOR NEIGHBOURS!

COACHING CULTURE

- PASSION
- IMPACT
- UNIQUENESS

© COACHING CULTURE, 2021 - ILLUSTRATIONS BY SKETCHNOTES UK

## 15 DONOR BRAIN HACKS

Words and wisdom by Leah Eustace, ACFRE - www.BlueCanoe.ctcin.io  
Sketchnotes by Mandy Johnson - www.SketchnotesUK.com

|  |  |   |   |  |
|--|--|---|---|--|
| <b>#1: EMOTION NOT LOGIC</b><br>We give from our HEARTS not from our heads!                | <b>#2: LOSS OVER GAIN</b><br>People will give more to someone who has lost their house than to someone who has been hungry their whole life. | <b>#3: WRITE FOR A 12-YEAR OLD</b><br>It helps the reader feel!                                       | <b>#4: USE STORIES NOT FACTS</b>  | <b>#5: FOCUS ON ONE</b><br>VS.   |
| <b>#6: USE SOCIAL PROOF</b><br>We will naturally look where others do.                     | <b>#7: SET YOUR ANCHOR</b><br>The FIRST NUMBER we see guides our actions.  | <b>#8: USE A VOICE OF AUTHORITY</b><br>Authority will make people feel a sense of duty or obligation. | <b>#9: LIMIT THE PROBLEMS SCOPE</b><br>People don't scale up their donations in line with the scale of the problem.                           | <b>#10: AVOID ASKING FOR DROPS IN THE BUCKET</b><br>People are reluctant to help when they feel their impact is insignificant. |
| <b>#11: USE VISUALS</b><br>The human brain processes images 60,000 TIMES faster than text. | <b>#12: USE SCARCITY</b>   | <b>#13: RECIPROCIITY WORKS</b><br>If we are given something, we're likely to give back.               | <b>#14: DONOR VS DONATION</b><br>Newer donors want to be thanked for their donation. Longer term donors want to be thanked for being a donor. | <b>#15: SPEAK TO DONOR IDENTITIES</b><br>Build profiles and speak to their identities.   |

## NAVIGATING THE FUTURE OF LEADERSHIP

Who we really are and what we stand for

LINKED TO SENSE OF SELF... VALUES-BASED CONSUMERISM

PURPOSEFUL COMPANIES SHIFTING FROM...

MICRO ENTERPRISES + HUMAN-CENTRED DESIGN

BUURTZORG

Haier

ARLA FOODS LEADERSHIP EVENT.

THE EMERGENCE OF THE PURPOSE FACTOR...

PRODUCTION IS THE SOURCE OF DEMAND

IT'S NOT THE BEST PLAN THAT WINS

IT'S THE BEST INTELLIGENCE

Be Visionary

Be Listeners

Be caring and compassionate

focus on what matters

PEOPLE-POWERED CHANGE

LISTENING

PRODUCTION

HubsSpot

airbnb

DOORDASH

Bagel

McDonalds

# Illustrations



At Sketchnotes UK, we just love to doodle. We create bespoke images for you to use in your marketing materials, social media, on your website, and so much more. Clients have used our services for character design, images for promotional materials and to bring their work to life visually.

| Number of illustrations | Price per digital copy | Framed, printed copy / copies - hand signed by the artist. Add... |
|-------------------------|------------------------|---|
| 1                       | 100                    | 30  |
| 2-5                     | 90                     | 25 per illustration   |
| 6-10                    | 80                     | 20 per illustration   |
| 11+                     | 70                     | 15 per illustration   |

## The small print



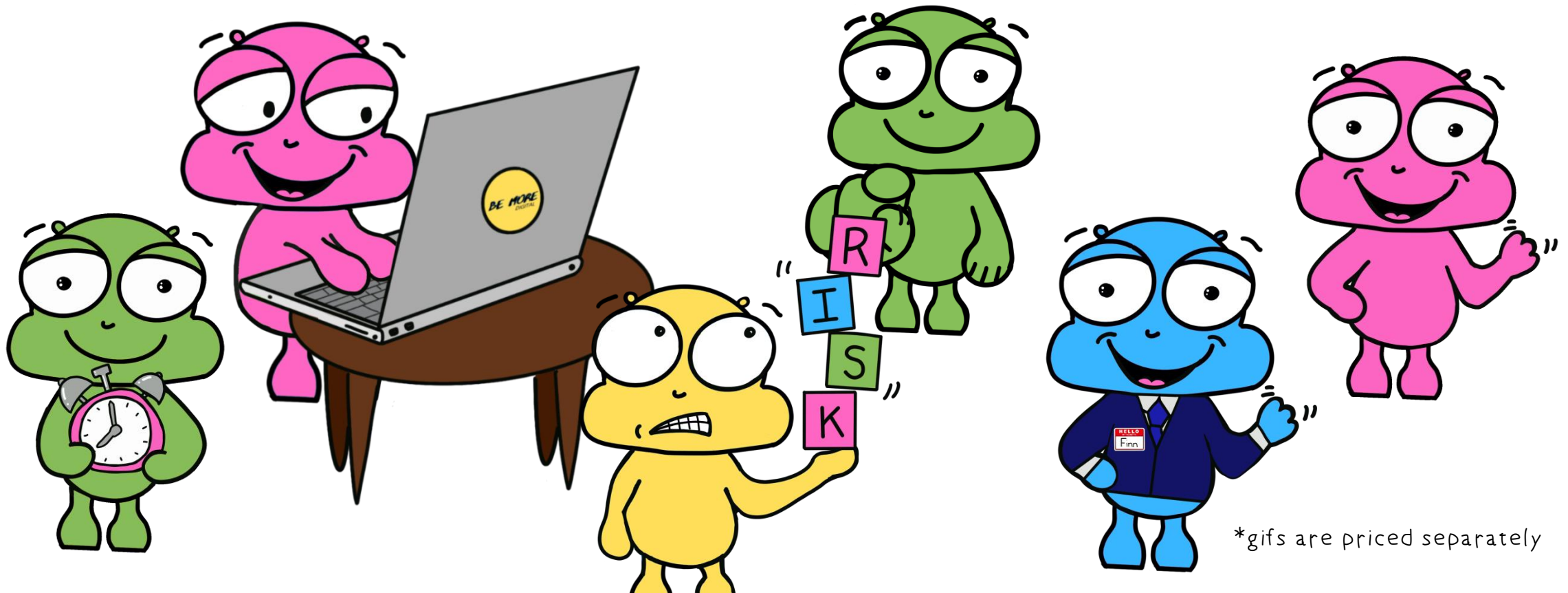
1. Both parties will have the right to share the final illustration(s) on social media and on their websites.
2. You do not have the right to profit from the sale of the illustration, in any format, without the prior consent of Sketchnotes UK.
3. Digital illustrations can be provided in the following formats: PSD, PDF, JPEG, PNG, TIFF, PROCREATE



# Illustrations: Case study

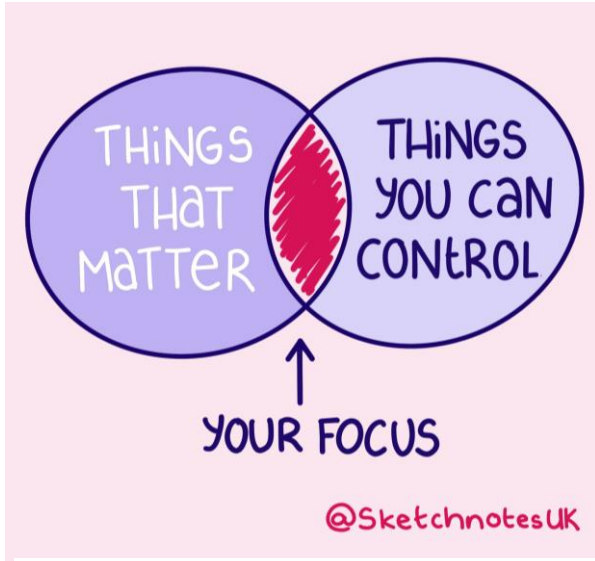


[Be More Digital](#) commissioned Sketchnotes UK to create a pack of illustrations. They wanted to “professionalise” their brand character “Finn” from a simple stickperson originally doodled by the company director. We developed a loveable little fella that could enhance their training materials. Here are some of the images and simple gifs\* we created.



\*gifs are priced separately

# Illustrations: A few more examples



# Bespoke greeting cards



Bespoke greeting cards can be created for any purpose – birthdays, thankyou's, religious festivals, celebrations, seasonal festivities, client gifts, etc. With a close relationship with our favourite printing company we are able to design your cards, get them printed and delivered to your door.

Cards are designed digitally and we will keep making changes until you are happy with the final design. Clients use our designs to thank their teams and delight their clients. Charities have commissioned bespoke cards for the people they work with.

| Number of designs | Per digital design |
|-------------------|--------------------|
| 1                 | 100                |
| 2-5               | 90                 |
| 6-10              | 80                 |
| 11+               | 70                 |

| Number of cards to be printed | Per card |
|-------------------------------|----------|
| <30                           | 0.70     |
| 31-50                         | 0.60     |
| 51-100                        | 0.50     |
| 101-300                       | 0.40     |
| 301-1000                      | 0.30     |
| 1001-5000                     | 0.20     |

## The small print

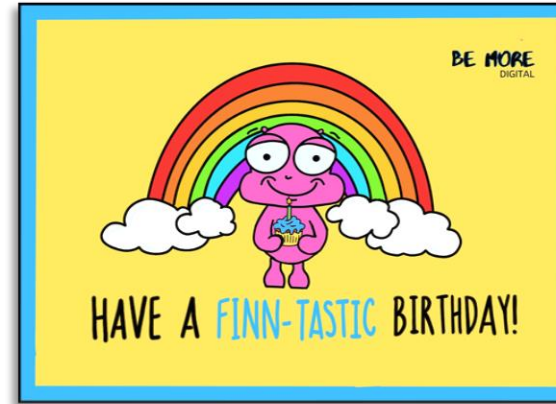


1. Prices quoted for A6 cards with envelopes; other sizes can be priced upon request.
2. Prices quoted include printing on the front of the card only. If you'd like something printed inside and/or on the back, we are happy to price orders to your particular specification.
3. Both parties will have the right to share the card designs on social media and on their websites.
4. You are able to sell the printed cards but not the card designs (unless agreed otherwise).
5. Printing turnaround times are usually around 8-10 working days from the point artwork is signed off.

# Greeting Card: examples



Here are some of our bespoke card designs. We are able to include your logo in your bespoke design if required.



# Client testimonial

*“We hired Sketchnote artist Mandy Johnson after seeing her amazing work on twitter. We engaged her to create illustrations for a campaign for Black History Month to highlight cancer awareness and health inequities with our local Healthwatch. The campaign was **undoubtedly enhanced by the impact of her work** both during a symposium where she created visual notes, and also in the use of an art board which we toured locally to highlight the campaign.*

*As a result we also hired Mandy to create artwork for our organisation based on improving the diversity of our people images for our branding. This simple change to our branding **radically improved our uptake of users** and immediately **broadened our demographic**.*

*We noticeably attracted a **broader range of users** to our community creative art workshops and increased our social media profile.*

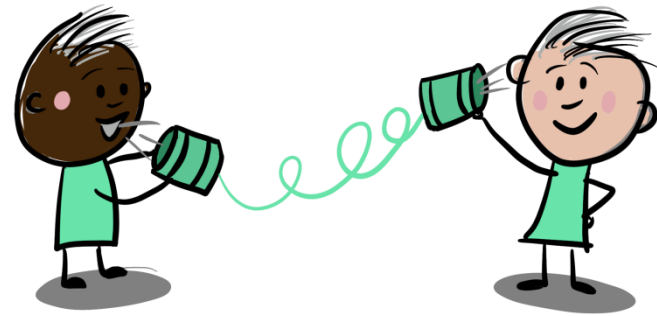
*A **welcome and surprising addition** is that by ensuring we include Mandy’s diverse images in all our correspondence, we have noticed that we have been much **more successful in applying for funding** and have improved our business networks. Her images have helped tell the story and our aspirations for our organisation to our prospective collaborators and donors.*

*We are **delighted with the impact of her work**. We look forward to using her in new campaigns.”*

- Viv Cameron, Chair of Trustees, CraftA



# Would you like us to doodle for you?



Get in touch today:  
[info@sketchnotesuk.com](mailto:info@sketchnotesuk.com)



[www.sketchnotesuk.com](http://www.sketchnotesuk.com)