

ANDREY PSYCHE

CREATIVE PARTNERSHIP DISCOVERY WORKBOOK

A guided conversation for nonprofits and community organizations

PURPOSE

This workbook helps us understand your mission, priorities, audiences, communication challenges, and opportunities. It also explains how a project, monthly partnership, or grant collaboration would work before either party makes a commitment.

MEETING INFORMATION

Organization:

Primary contact and role:

Email and phone:

Meeting date and location:

Others participating:

*This workbook is a discovery and planning document. It is not a contract, estimate, or authorization to begin work.
Any engagement will be confirmed through a separate written proposal and agreement.*

ORIENTATION

How We Will Use This Conversation

The goal is not to select services from a menu. The goal is to identify the most valuable unmet need, understand what success would mean, and determine whether a creative partnership is an appropriate solution.

What Andrey brings

A single creative relationship that can connect filmmaking, photography, design, websites, writing, publishing, campaign development, event production, and strategy around one clear objective.

☐ Film and video	☐ Photography
☐ Graphic design	☐ Web support
☐ Campaign creative	☐ Impact storytelling
☐ Publishing	☐ Creative strategy
☐ Staff tools and training	☐ Event documentation

What this meeting should produce

☐ A clear priority	☐ A defined audience
☐ A useful first project	☐ A realistic budget path
☐ Known decision makers	☐ A next action and date

Conversation principles

- We begin with the mission and desired outcome.
- Recommendations are based on need, not on selling every available service.
- Scope, schedule, rights, revisions, and payment are agreed in writing before work begins.
- Honest budget conversations protect both the organization and the creative work.

DISCOVERY 1

Mission, Priorities, and Timing

1. In your own words, what is your organization here to accomplish?

2. What are your three most important goals during the next twelve months?

3. What programs, events, fundraising efforts, or deadlines are approaching?

4. Which goal feels most urgent, and why now?

5. Who needs to approve a project or partnership?

DISCOVERY 2

Audiences, Stories, and Impact

1. Who are the primary people you need to reach?

☐ Current donors	☐ Prospective donors
☐ Program participants	☐ Volunteers
☐ Members	☐ Grantmakers
☐ Community partners	☐ Board and staff
☐ Media	☐ General public

2. What do you wish more people understood about your organization?

3. What story best demonstrates the value of your work?

4. What should someone feel, understand, or do after encountering that story?

5. Are there consent, privacy, accessibility, cultural, or safety considerations?

DISCOVERY 3

Creative Capacity and Communication Needs

Mark the areas where additional capacity would create meaningful value.

☐ Organizational photography	☐ Portraits and interviews
☐ Event photography	☐ Short impact film
☐ Documentary or oral history	☐ Social video excerpts
☐ Campaign identity	☐ Posters and event collateral
☐ Annual report or publication	☐ Website strategy or updates
☐ Written impact stories	☐ Donor campaign materials
☐ Media library organization	☐ Templates for staff
☐ Creative training	☐ Event production support

What creative or communications work keeps getting postponed?

What is your staff currently producing internally, and where are they stretched?

What materials do you repeatedly wish you had for donors, grants, events, or public outreach?

What happens because this need is not currently being met?

ENGAGEMENT MODELS

Three Ways to Work Together

1. DEFINED PROJECT

Starting at \$750

Best for one immediate need with a clear result.

Examples: a photo session, event campaign, short video, poster system, impact story, publication, or website improvement.

Expectation: A written proposal defines deliverables, schedule, revisions, usage rights, and payment.

2. MONTHLY CREATIVE PARTNER

\$1,250 or \$2,500 per month

Best for recurring needs and continuity without adding a full-time creative position.

A defined monthly capacity may combine design, photography, video, web support, writing, campaigns, and consultation.

Expectation: Monthly service is not unlimited. Priorities, capacity, turnaround, carryover, and out-of-scope work are defined in the agreement. A three-month initial term is recommended.

3. GRANT COLLABORATION

Custom project budget

Best for ambitious mission-aligned work beyond the current operating budget.

Possible uses include community storytelling, local history, youth arts, environmental education, shared nonprofit media, and staff capacity building.

Expectation: Exploration, project development, grant writing, production, administration, ownership, and the outcome if funding is not awarded must be defined separately.

The starting prices are planning anchors, not final quotes. Cost changes with complexity, production time, travel, staffing, equipment, licensing, accessibility, urgency, and the number of deliverables.

BEFORE WORK BEGINS

Shared Expectations

AREA	WORKING EXPECTATION
Written scope	Every engagement begins with approved deliverables, exclusions, timeline, price, and responsible contacts.
Payment	Project work generally requires a deposit before scheduling. Milestones and final payment terms appear in the proposal.
Client materials	The organization provides timely access, accurate information, brand assets, permissions, locations, participants, and one authorized feedback contact.
Revisions	A defined number of revision rounds is included. New directions, added deliverables, or repeated revisions may require a change order.
Schedule	Deadlines depend on timely feedback, access, approvals, and payment. Delays by either party may shift delivery dates.
Usage and ownership	The agreement states where finished work may be used, who owns source files, and whether portfolio use is permitted.
Consent and privacy	The organization identifies protected participants and helps secure appropriate releases and permissions.
Accessibility	Captioning, transcripts, translations, image descriptions, and alternate formats should be identified during scoping.
Cancellations	Rescheduling, cancellation, weather, illness, and nonrefundable expenses are addressed in the final agreement.
Approval	Work begins only after the proposal or contract is accepted and any required deposit is received.

This page summarizes normal working expectations. The final agreement controls if its terms differ.

DECISION WORKSHEET

Define the Best First Engagement

The most valuable unmet need is:

The audience we need to reach is:

The result we want is:

Potential deliverables

☐ Photography	☐ Film or video
☐ Written story	☐ Campaign design
☐ Event materials	☐ Website work
☐ Publication	☐ Training or templates
☐ Media library	☐ Other:

How will we know the work succeeded?

Preferred model	☐ Project ☐ Monthly partner ☐ Grant collaboration ☐ Unsure
Budget or funding range	
Ideal start date	
Required completion date	
Decision maker	

CLOSE

Meeting Summary and Next Steps

The three most important things I heard today:

Recommended first engagement:

Questions that still need answers:

Next action	
Responsible person	
Proposal requested	☐ Yes ☐ No ☐ More discussion needed
Materials to provide	
Follow-up date	
Preferred communication	☐ Email ☐ Phone ☐ Video ☐ In person

Acknowledgment of conversation

The signatures below acknowledge that this discovery conversation occurred and that the summary above reflects the subjects discussed. They do not create a contract, authorize work, or commit either party to payment.

Organization representative signature and date	Andrey Psyche signature and date
Printed name and role	Preferred follow-up date