

STRATEGIC COMMUNICATIONS THAT DRIVE GROWTH

Clear messaging. Strong visibility. Real growth.

Debilee Flores Communications helps organizations clarify their message, expand their audience, and turn engagement into meaningful action through strategic content, email marketing, SEO, AI search visibility, and audience engagement systems.



Clarify your
message.



Expand your
audience.



Turn engagement
into action.



SOCIAL MEDIA THAT BUILDS MOMENTUM



+950%

AVG. VISIBILITY GROWTH



+818%

AVG. ENGAGEMENT GROWTH



5.0%

AVG. LINKEDIN CTR



LinkedIn CTR benchmark: 0.4%–2%



Organic-first growth across Meta + LinkedIn



WHAT IT MEANS

The right message does more than fill a feed. It helps more people see your work, respond to it, and click for more.



WHY IT MATTERS

For nonprofits, campaigns, and service-based organizations, stronger social performance means more visibility, more trust, and more qualified engagement from the people you actually want to reach.



EMAIL THAT DRIVES ACTION



50.5%

AVERAGE OPEN RATE



20.9%

AVERAGE CLICK RATE

Across nonprofit and healthcare tech email campaigns



**BENCHMARK
NONPROFIT OPEN RATES
25-30%**



**BENCHMARK
EMAIL CTR
1-3%**



Nonprofit benchmarks used for comparison.
B2B and healthcare benchmarks often trend lower.



WHAT IT MEANS

These emails performed well above benchmark, showing strong audience interest and clear message alignment.



WHY IT MATTERS

High-performing email is not just about getting opened. It means your message is connecting, your audience is paying attention, and more people are taking the next step.



WEBINARS THAT TURN AWARENESS INTO ACTION



+115%

FUNDS RAISED



\$0

PAID AD SPEND



6.4x

MORE GIVING
PER REGISTRANT

2024 WEBINARS

-  332 registrations
-  \$471 raised
-  \$250 ad spend

2025 WEBINARS

-  112 registrations
-  \$1,015 raised
-  \$0 ad spend

i Year-over-year nonprofit webinar comparison. 2025 data reflects webinars hosted Aug–Dec with no paid advertising.



WHAT IT MEANS

Higher attendance did not equal stronger results. A clearer communications runway, better timing, and more human-centered messaging led to fewer but more connected participants.



WHY IT MATTERS

For nonprofits and mission-driven organizations, success is not just about filling the room. It is about building enough trust and resonance to move people from awareness to action.



FUNDRAISING THAT FUELS GROWTH



OVER \$30K
YEAR-END FUNDS RAISED



3X+
ABOVE 5-YEAR AVG.



OVER \$46K
GRANT FUNDING SECURED

Across year-end fundraising and grant support for nonprofit organizations.



5-year giving average: \$11.3K



Restricted + unrestricted grant support



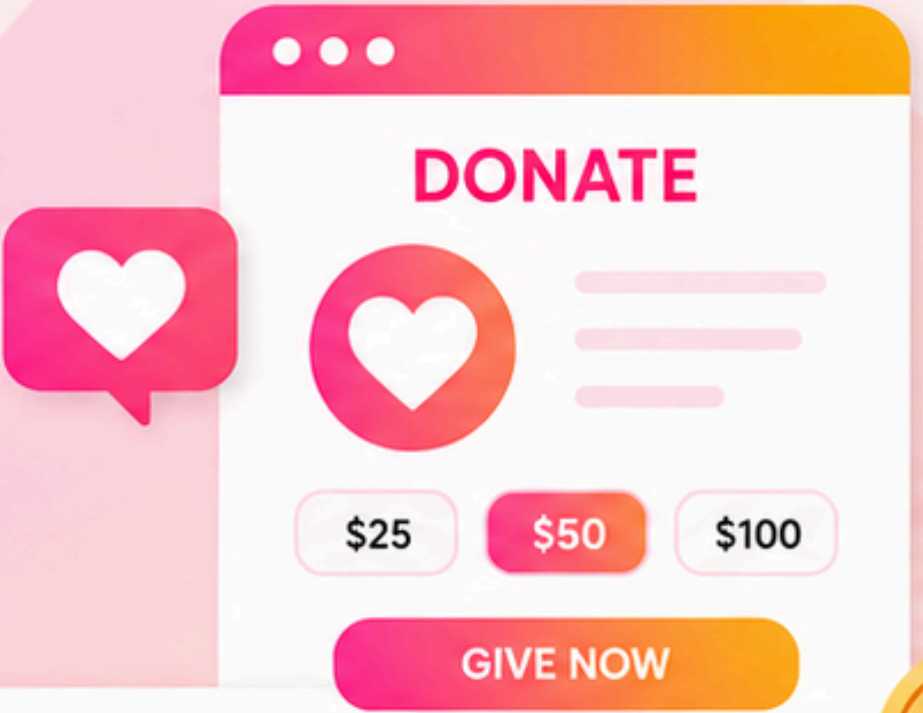
WHAT IT MEANS

Strong fundraising support can show up in different ways: campaign messaging that turns attention into giving, and grant writing that secures both restricted and unrestricted funding.



WHY IT MATTERS

Organizations need more than one kind of win. Campaign fundraising can activate supporters in the moment, while grant funding can support specific initiatives and broader organizational growth.



GRANT AWARDED

\$46,000+
RESTRICTED + UNRESTRICTED



VISIBILITY THAT BUILDS TRUST

SEO & AI SEARCH VISIBILITY



72-81

SEO SCORES



80+

STRONG SEO
READINESS



+96%

AI-ASSISTED
DISCOVERY

Across nonprofit and B2B websites, with AI-discovery growth measured over six months for one national nonprofit.



WHAT IT MEANS

Strong search visibility does not happen by accident. It comes from strategic content planning, schema markup, metadata best practices, clear page structure, responsive design, and natural human language that helps both search engines and AI tools understand what a page is about.



WHY IT MATTERS

People are no longer finding organizations through Google alone. They are also using Gemini, ChatGPT, Claude, Perplexity, and Copilot. When your website is structured clearly and written with trust, expertise, and readability in mind, your content becomes easier to find, easier to understand, and easier to trust.



CLIENT FEEDBACK THAT BUILDS TRUST



“ Debiee is an exceptional storyteller and trainer... with a gift for making complex ideas easier to understand. ”

Kevin S. |
Solar Industry Executive



“ Debiee is a true professional with a rare blend of commitment, communication, and leadership... ”

Tammi S. |
Energy Industry Executive



“ She instructed patients from around the country, inspired confidence, and helped people advocate for themselves. ”

Jim S. |
Healthcare NPO
C-Suite Executive



“ Her ability to transform communications assignments into impactful, strategic marketing content is remarkable... ”

Johanna S. |
Learning & Development
Coach



“ She excels at building and nurturing communities... and empowering others to communicate with confidence. ”

Joe D. |
Direct Selling Industry
Expert



WHAT IT MEANS

Across industries, clients consistently describe this work as strategic, clear, human, and action-oriented, with strengths in storytelling, training, community-building, and message clarity.



WHY IT MATTERS

Strong communications support is not only about producing content. It is about helping people understand, trust, participate, advocate, and act.



SCAN HERE TO GET STARTED

Ready for strategic communications support that builds visibility, trust, and action?



Brand voice clarity



Content strategy



Messaging that moves people



WHAT HAPPENS NEXT

Share a few details about your goals, audience, and communications needs. I'll review your inquiry and follow up about the best next step.



Scan to connect



Use this code to submit an inquiry through my website.