



**Horizon**  
Professional Services

**Guide of Services  
and Solutions**



# About Us

At Horizon Professional Services, we are more than just a team— we're a *family*, dedicated to helping organizations achieve their goals.

Since 2013, we've built a trusted reputation as a family-owned small business committed to providing exceptional leadership and services.

What truly sets us apart is our hands-on approach. While many consultants offer advice or back-end support, we provide the skilled and dedicated manpower your organization needs to grow and succeed—all at an affordable cost. We specialize in empowering small organizations, helping them expand their reach and maximize their potential.

Our team is a blend of intelligent, creative, and trustworthy professionals who are passionate about what they do. We take the time to deeply understand your mission, aligning our efforts with what you believe in. With a firm foundation of integrity, continuous learning, and honest communication,

we're committed to growing alongside our clients and making a meaningful impact.

Ryan Kelly, CEO and founder of Horizon Professional Services, brings strong leadership with a diverse background in healthcare, education, business, and technology. With a track record of success, including awards like Mississippi's Top Entrepreneur and a deep commitment to his community, Ryan's leadership ensures that Horizon delivers reliable, effective staff solutions. His extensive experience and dedication to growth and service make him a key asset in helping organizations thrive.

Partnering with Horizon Professional Services is a valuable investment for your business, organization, or brand. Our friendly and dedicated team make it easy to help you reach your goals.

# Highlight of Services

*Horizon Professional Services offers practical, personalized support to help your organization thrive. Our wide range of tailored services lightens your team's workload, streamlines your responsibilities, and frees up your time for more important tasks. Here is a brief overview of typical services:*



## OPERATIONS SERVICES

- Bookkeeping
- Invoicing
- Membership management
- Conference and webinar support
- Strategic planning



## GRAPHIC DESIGN

- Brochure/ pamphlet development
- Social media and e-mail graphics
- Branding/ logo services
- Event branding



## COMMUNICATIONS + WEB

- E-newsletters on a weekly, monthly, quarterly, or annual basis
- Postcards and mail solicitations
- Dedicated phone line & mailing address



## DIGITAL MARKETING

- Voiceover work
- Photography
- Social media management
- Training videos, video scrollers, and commercials

# Stand-Alone Services

## WEBSITE CONSTRUCTION

Construction of one static website using WordPress, with a maximum of 15 pages. The website will feature high-definition images, content generated from both the organization and the web developer, and links to outside resources. The website may link to forms and databases, but the site itself will not contain any customized widgets or tools. This includes website domain and hosting fees for one year. \$3,000 per website

## WEBSITE MAINTENANCE

Includes up to 3 hours of website updates and maintenance. This price includes applicable website domain and hosting fees if maintained on an annual basis. \$250 per month

## BOOKKEEPING

Includes using QuickBooks software for up to 30 transactions per month. Monthly reports include balance sheet and profit/loss detail statements. This includes filing annual 1099 and 1096 reports on behalf of the organization and preparation of year-end reports for the association's outside accountant to file tax returns (cost of tax returns not included) \$400 per month. *(minimum of a one-year contract)*

## MEMBERSHIP MANAGEMENT

Maintenance of the association's membership using the WildApricot database. This includes the development of automated electronic invoices, stewardship of existing members, adding new members, and updating contact information as needed. Paper invoices may be mailed quarterly in addition to the automated electronic invoices. \$400 per month *(minimum of a one-year contract. Paper invoices are \$1.50 each including postage)*  
*Cost of the WildApricot database not included (cost based on the total number of contacts)*

## VIRTUAL CONFERENCE

Includes coordination with the board/planning committee on conference agenda and details, development of online registration, developing and sending solicitation emails, development of a digital conference booklet, collection of bios and headshots, development of a digital scroller with music for conference breaks, moderation of sessions (as requested), and hosting and recording of the conference over the Zoom digital platform. \$8,400 per conference

## WEBINAR HOSTING

Includes development of online registration, developing and sending solicitation e-mails, and hosting and recording over the Zoom digital platform. \$250 per webinar.

## WEEKLY NEWSLETTER

Includes development of a professional e-newsletter platform, posting of local and national news stories pertinent to the industry, and publishing association content as needed. Newsletters will be sent each Monday to all contacts requested. This does not include furnishing feature stories or conducting membership interviews. \$400 per month  
*(minimum of a one-year contract)*

## MONTHLY NEWSLETTER

Includes development of a professional e-newsletter platform, posting of local and national news stories pertinent to the industry, and publishing association content as needed. Newsletters will be sent once per month to all contacts requested. This does not include furnishing feature stories or conducting membership interviews. \$400 per month  
*(minimum of a one-year contract)*

## SOCIAL MEDIA MANAGEMENT

Includes the publishing of content on Facebook, Twitter (X), Instagram, & LinkedIn accounts for the association. Content may be gathered from outside news sources or sent by the board / committees for inclusion. Includes up to \$25 per month in boosting posts. \$400 per month *(minimum of a six month contract)*

## GRAPHIC DESIGN

Includes development of professional graphics and/or images as needed for newsletters, websites, social media, conference booklets, etc. This may also include promotional video construction and editing. \$100 per hour

## PHONE NUMBER AND MAILING ADDRESS

Includes a voice-over IP phone number with auto-attendant that is answered by staff, in addition to a mailing address that may be used for association correspondence. \$100 per month *(minimum of a one-year contract)*

## ELECTIONS

Includes gathering nominations of candidates for elected offices, gathering bios and headshots (as needed), and development of an electronic ballot for voting. \$500 per election

# Packages

## MONTHLY NEWSLETTER AND SOCIAL MEDIA

This package includes development of a professional e-newsletter platform and social media management.

The following are featured in this package:

- Development of monthly newsletter template and sending monthly to all contacts
- Posting of local and national news stories pertinent to the industry
- Publishing association content in newsletter and social media
- Development of association content on Facebook, Twitter (X), Instagram, & LinkedIn accounts
- Up to \$25 per month in boosting posts
- One hour of graphic design per month included for social media and newsletters

\$600 per month *(minimum of a six month contract)*

## BOOKKEEPING AND MEMBERSHIP MANAGEMENT

This package includes management of all financial transactions for an organization, including all bookkeeping functions and membership management. This also includes development of a phone number and mailing address for correspondence. The following are included in this package:

- Utilizing Quickbooks software for up to 30 transactions per month
- Monthly reports including balance sheet and profit/loss detail statements
- Filing annual 1099 and 1096 reports on behalf of the organization
- Preparation of year-end reports for the association's outside accountant to file tax returns (cost of tax returns not included)
- Maintenance of the association's membership using the WildApricot database
- Development of automated electronic invoices
- Stewardship of existing members
- Adding new members and updating contact information as needed
- Paper invoices mailed quarterly in addition to the automated electronic invoices
- Phone number with auto-attendant and mailing address for association contact

\$750 per month *(minimum of a one-year contract. Paper invoices are \$1.50 each including postage)*

*Cost of the WildApricot database not included (cost based on the total number of contacts)*

## BACK-END MANAGEMENT SERVICES

This package includes all Horizon services in one consolidated package for associations who have an executive director or a strong board, but need all back-end functions to work as though a full-time staff is employed. This complete package includes:

**Website Construction and Maintenance** Includes construction of a new association website plus one hour per month of website updates and maintenance.

**Bookkeeping** Includes using Quickbooks software for up to 30 transactions per month. Monthly reports include balance sheet and profit/loss detail statements. This includes filing annual 1099 and 1096 reports on behalf of the organization and preparation of year-end reports for the association's outside accountant to file tax returns (tax returns not included)

**Membership Management Maintenance** of the association's membership using the WildApricot database. This includes development of automated electronic invoices, stewardship of existing members, adding new members, and updating contact information as needed. Paper invoices may be mailed quarterly in addition to the automated electronic invoices.

## BACK-END MANAGEMENT SERVICES CONTD.

**Virtual Conference** Includes coordination with the board / planning committee on conference agenda and details, development of online registration, developing and sending solicitation e-mails, development of a digital conference booklet, collection of bios and headshots, development of a digital scroller with music for conference breaks, moderation of sessions (as requested), and hosting and recording of the conference over the Zoom digital platform.

**Webinar Hosting** Includes development of up to two webinars per year, with online registration, developing and sending solicitation e-mails, and hosting and recording over the Zoom digital platform.

**Monthly Newsletter** Includes development of a professional e-newsletter platform, posting of local and national news stories pertinent to the industry, and publishing association content as needed. Newsletters will be sent once per month to all contacts requested. This does not include furnishing feature stories or conducting membership interviews.

**Social Media Management** Includes the publishing of content on Facebook, Twitter (X), Instagram, LinkedIn accounts for the association. Content may be gathered from outside news sources or sent by the board / committees for inclusion. Includes up to \$25 per month in boosting posts.

**Graphic Design** Includes one hour per month of graphic design, including development of professional graphics and/or images as needed for newsletters, websites, social media, conference booklets, etc.

**Elections** Includes gathering nominations of candidates for elected offices, gathering bios and headshots (as needed), and development of an electronic ballot for voting.

**Phone Number and Mailing Address** Includes a voice-over IP phone number with auto-attendant that is answered by staff, in addition to a mailing address that may be used for association correspondence.

Note: this package is a bundled rate of all individual services, but Horizon staff would not serve as a functional lead of the Association unless directed by executive staff or the board of directors. Although comprehensive, this package represents a “behind-the-scenes” management of the association.

Total cost: \$24,000 per year (A \$40,000 per year value)\*

*\*Requires an additional \$1,000 one-time on-boarding fee*

## EXECUTIVE MANAGEMENT SERVICES

Our most popular service, this includes all back-end management services featured, as well as a member of our staff serving as the executive director of the association. In addition to all services featured in the back-end management service agreement (above), the following will also be included:

- Identification of a key staff member to serve as executive director of the organization
- Identification of key staff to serve in identified staff roles of the organization
- Staff working to become ‘content experts’ in the field of the organization
- Horizon actively running the organization as a “full-time staff”, determining needs and solving such needs without requiring direction from the board of directors.

Starting at \$24,000 per year\*

*\*Exact price to be determined after discussing the specific needs and scope of the association with the board of directors.*

# Contact Us



*Let's connect! We're here to see if our services align with your needs. Feel free to reach out with any questions!*



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ENHANCE YOUR ASSOCIATION OPERATIONS AND REDUCE YOUR WORKLOAD...  
**LET US HELP YOU FIND YOUR NEW HORIZON!**

