

# Tailwind Collective

At Tailwind Collective, we help public media build and execute strong, sustainable foundations through tailored actionable strategies and solutions. From strengthening your team to amplifying your message, we offer a range of services designed to drive long-term success and measurable impact. Partner with us to navigate challenges, enhance your operations, and deliver results that matter.

## Our Services



### Strategic Implementation & Clarity

We help define your vision, align teams, and turn big ideas into real results. Whether you're launching a new initiative or optimizing workflows, we provide strategies that are clear, achievable, and growth-focused. We offer strategic planning, digital transformation roadmaps, change management, and project management support.



### Digital Marketing

We craft and execute digital marketing strategies that drive visibility, engagement, and impact across platforms — ensuring content is seen, shared, and remembered. From graphic and video design to website audits and PR campaigns to SMART Goals and Impact tracking, we create the materials to make your project stand out.



### Audience Development

We help grow loyal communities by building relationships that foster long-term engagement. Through audience research, community engagement strategies, content personalization, and platform-specific growth tactics, we ensure your mission resonates and connects with your audience.



### Capacity Building & Professional Development

We help enhance your team's skills, improve efficiency, and solidify your organization's sustainability through training, customized workshops, and clear project management solutions. Together we'll optimize workflows, develop clear procedures, and train your team to ensure more effective collaboration.

We create the strategies, programs, and systems that will drive your mission forward. To learn more, visit our website or reach out to co-founder Tom Dooley at [Tom@TailwindCollective.com](mailto:Tom@TailwindCollective.com). We look forward to working with you.