

# Digital Strategy & Marketing for Mission-Driven Organizations

Since 2007, Cove Consulting has helped Atlantic Canadian non-profits amplify their impact. From professional WordPress development to full-scale marketing strategies, we help you tell your story.

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## Strategic Services for Non-Profits



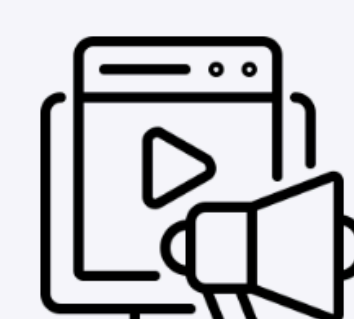
### Marketing Strategy & Planning

We build custom roadmaps that identify your target audience and ensure your mission reaches people.



### Strategic Web Development

We create high-performance accessible websites that build donor trust and allow for easy internal management.



### Digital Brand Modernization

We provide professional website makeovers that build instant credibility with your board and government partners.

## Featured Projects

### Voluntary Resource Council

The Voluntary Resource Council (VRC) is a cornerstone of Prince Edward Island's nonprofit community — providing resources, affordable office space, and shared meeting facilities for organizations across the province.



Maureen completely revamped our website and made the process so easygoing. Would definitely recommend.

**Cadrea Davis**  
Executive Director of PEI's Voluntary Resource Council

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[Learn More](#)

After Website Makeover

Before Website Makeover



### Atlantic Summer Institute (ASI)

Along with a website design makeover we needed to switch hosting and the site was very old and not easy to access for small changes. So, we re-did it all in French AND English and were able to train our client on how to make small edits and updates. It was a big job for a wonderful non-profit making big impacts in Atlantic Canada!



Over the past decade, Maureen Kerr and Cove Consulting have been an invaluable partner to ASI. What began as social media support has grown into a trusted collaboration across communications, branding, and digital strategy. Cove Consulting led the redesign of the ASI website and supported our recent rebranding, helping us strengthen our voice, expand our reach, and better reflect the scope of our work. We continue to rely on Maureen as a trusted advisor and plan to access her marketing expertise in future.

**Patsy Beattie-Huggan**  
Co-Founder of ASI

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After Website Makeover

Before Website Makeover



### Protect PEI

Protect PEI is the digital home of the Coalition for the Protection of PEI Land — a grassroots group formed in 2018 by Islanders concerned about the future of Prince Edward Island's farm, forest, and urban lands. The coalition advocates for responsible stewardship, stronger land ownership laws, and greater transparency around development.



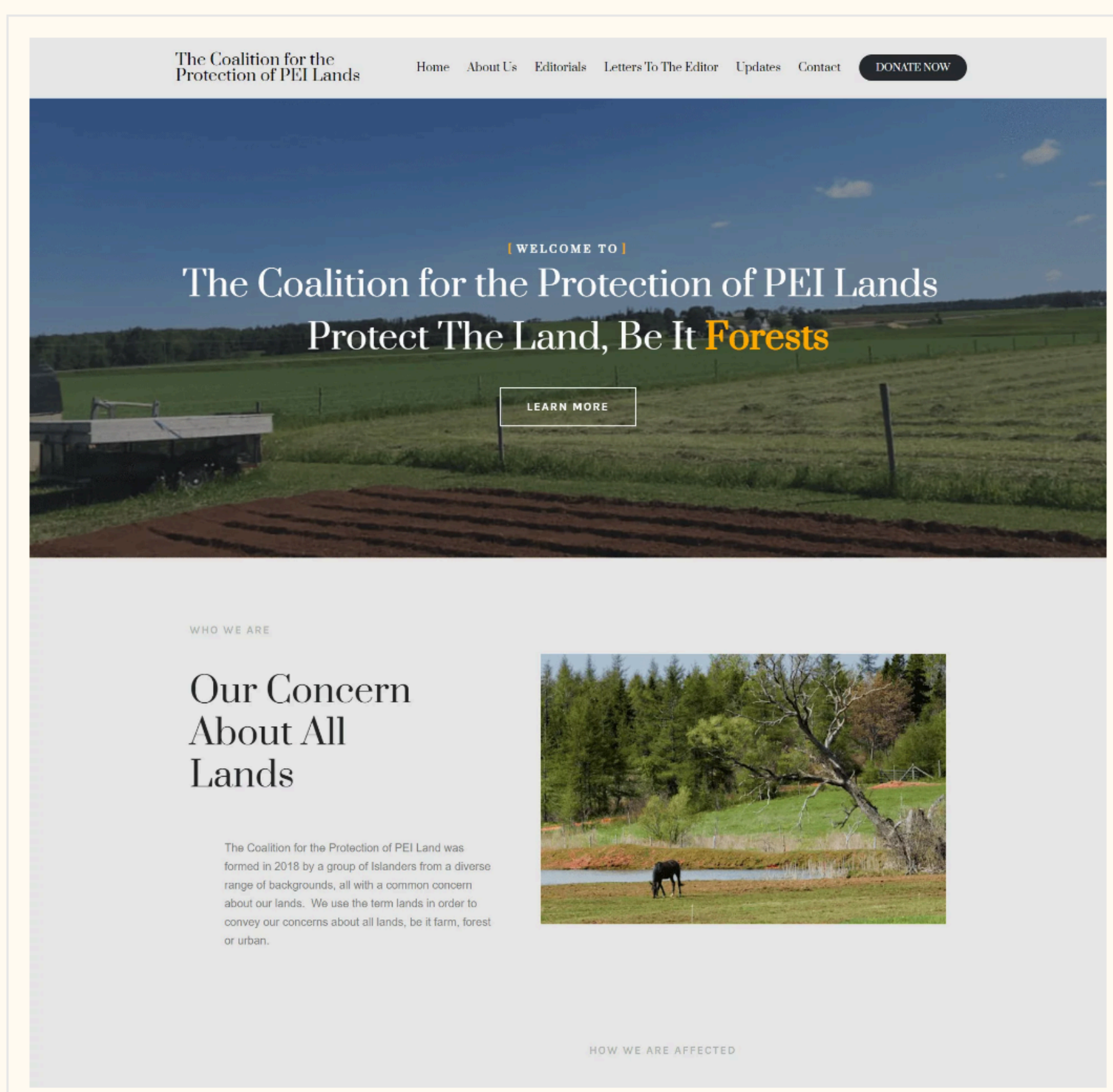
Maureen Kerr has developed a professional and functional website for the Coalition for the Protection of PEI Lands. She is a pleasure to work with and takes all our needs into consideration in order to hone the website to our specific requirements. She goes above and beyond to ensure our needs are met. We highly recommend Cove Consulting!

**Joan Diamond**  
Prince Edward Island, Canada

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Brand New Website



### Kildare Lodge

Kildare Lodge, formerly know as Camp Kildare, was going through a complete rebranding and needed a website that included an online booking system. We were able to embed Cloudbeds into the site and include a lot of the beautiful photos from the area. Their old website needed a complete overhaul due to all new branding and included training for the new manager to be able to make changes herself.



Maureen provides excellent guidance, advice, and experience to her clients. She is knowledgeable of several different sectors and brings her expertise to the work she completes. Kildare Lodge has worked with Maureen to redesign and launch its web presence, create a marketing strategy, and develop content for, and manage, our Facebook and Instagram accounts. The diversity of skills offered through Cove Consulting are applicable beyond our tourism accommodation operation to many small and medium sized operations in PEI and beyond. I would highly recommend working with Maureen and Cove Consulting to build your brand, create a marketing strategy, and increase your online presence to achieve your organizational goals!

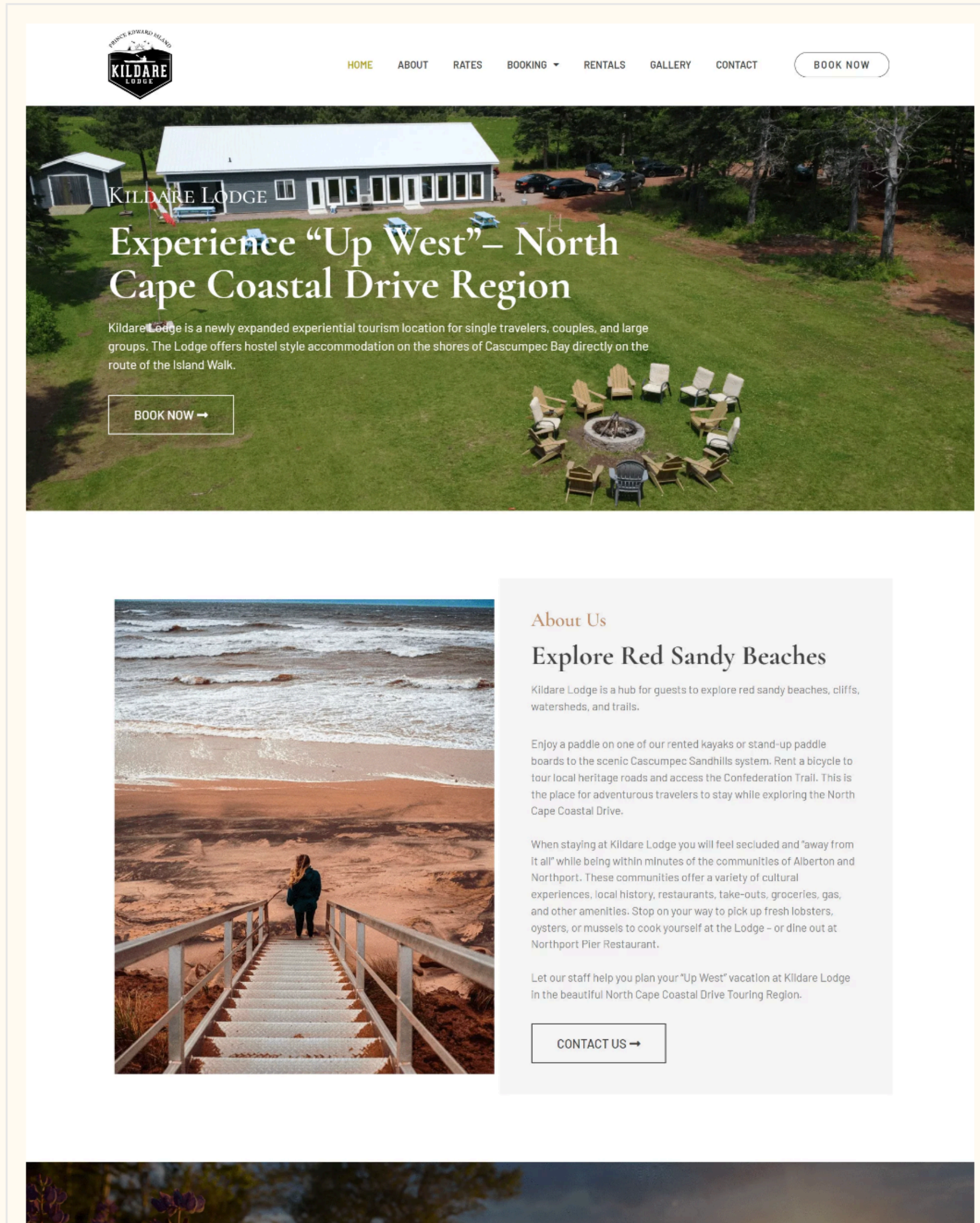
**Jordan MacDonald**  
Prince Edward Island, Canada

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After Website Makeover

Before Website Makeover



[View Our Portfolio](#)

## Help Us Support More Missions

Do you know a non-profit organization looking to elevate their digital presence or better communicate their impact? We're here to help them tell their story.

[Contact Us](#)

### About Us

Cove Consulting helps businesses across Prince Edward Island and Atlantic Canada build, fix, and improve websites that support real business goals.

### Links

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- Hosting Policy

### Services

- Website Design & Development
- Marketing Management
- Branding & Logo Design
- Funding & Grant Support
- Website Health Checklist

### Social Media

