PILLAR

THE CO-OP
NOVEMBER 2026

YOU HELPED *build this.*

Make an introduction. Earn 10% of what it becomes.

PILLAR is a creative, communications, and marketing agency based in Arlington, Virginia, and at work across the country and around the world. Every organization PILLAR has worked with came through someone who trusted the work enough to make an introduction. This page is what you hand the next one.

WHAT PILLAR DOES

Anything from a single deliverable to serving as agency of record for an organization's whole creative and communications operation: branding, messaging, campaigns, PR, design, web, content, email, paid media, podcasts, and executive coaching.

HOW PILLAR WORKS

The people who pitch the work deliver the work. Experienced strategists, designers, writers, producers, and PR people can be on an engagement within days, and they step back the moment the work no longer needs them. Overhead stays small, so the budget goes to the people doing the work.

WHO PILLAR SERVES

Organizations that have built something worth building and need more people to see it. In 2026 that includes Bread for the World, World Hope International, Three Roots International, Lindsay Letters, and Foundations Family Therapy. Engagements range from one capable person to a whole department.

GOOD TO KNOW

100%
of PILLAR's clients came by introduction

2026
SWaMmy Honors, Commonwealth of Virginia

SWaM
Virginia-certified small business, active in SAM.gov

YOUR PART, IN THREE STEPS

01 **You know someone**
An organization that needs creative, communications, or marketing help, and needs it to be good.

02 **You make an introduction**
That is the whole ask. You connect PILLAR with a specific person who has a specific need. PILLAR handles everything after that.

03 **You earn 10%**
If the introduction becomes signed work, you earn 10% of what PILLAR collects on it, paid quarterly. One introduction on a $50,000 engagement is $5,000.

THREE WAYS IN

Outside Referrer
10% of collected revenue, a 12-month window, quarterly payouts, and the PILLAR mug, which cannot be purchased, only earned.

PILLAR Family
Contractors in PILLAR's network earn the same 10% on a 24-month window, plus priority staffing on the work they bring in.

Internal Advocate
Someone inside an organization who puts PILLAR's name forward. No cash, on purpose. PILLAR invests in you instead: workshops, community, and priority consideration for contractor roles.

IF YOU WANT WORDS TO BORROW

> *"PILLAR is a creative, communications, and marketing agency in Arlington, Virginia. They work with institutions, brands, and the leaders who represent them, and they put the right team on the work fast. If you need creative, communications, or marketing help, they are worth a conversation."*

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