Services

Communications Planning

- ☐ **Branding and Rebranding**
  - o Review and evaluation of brand strengths and all communications materials, including websites, print materials, advertising and review sites
    - ▪ Includes consideration of future plans and in-person events
  - o Onsite visits / secret shopping available
  - o Review of all consumer-facing staff, facilities and communications, including forms, signage, customer service, processes and events
- ☐ **Key Message Development & Segmentation**
  - o Identification of key messages
  - o Review of marketing data
  - o Segmentation of clients, donors, customers and stakeholders to be targeted with marketing tactics
  - o Annual report planning / content development
  - o Determine the most effective communication channels for each segment, and make recommendations including customized messaging
- ☐ **Publicity**
  - o Create plan for the best possible publicity opportunities available
  - o Create a communications calendar with optimal windows for news pitches related to industry events, seasonal change and potential news opportunities
  - o Publicity evaluation, (i.e. "Is it newsworthy?") and training for staff*
  - o Review of organizational materials and website
  - o Review of event publicity and fundraising materials
  - o Press release template and training on use
  - o Photo and video recommendations
- ☐ **Social Media**
  - o Social media channel recommendations
  - o Editorial calendar creation and content recommendations
  - o Monitoring of insights and analytics*
  - o Creation of social media decision tree for an efficient approval process
  - o Create and post content for all social media channels*
  - o Supervision of social media content managers / posters*
  - o Training of staff on social media concepts and spotting techniques

- ☐ **Video Scripts and Speechwriting**
  - o Scripts and speeches based on interviews with leadership / talent
  - o Drafted with format-specific delivery in mind
  - o Creation of "stump speech" and variations for likely audiences
- ☐ **Media Training***
  - o Media training sessions for an overview of the State of the Media
  - o Pre-interview coaching and run-throughs
  - o Post-interview feedback
- ☐ **Staff and Team Enrichment***
  - o Retreat agendas and facilitation
  - o Interactive learning sessions
  - o Internal focus groups
  - o Branding and engagement
  - o Leadership development
  - o Book club facilitation
  - o Moderation of internal innovation programs (the in house "Shark Tank" concept)

External Communications and Partnerships

- ☐ **Research Reports**
  - o In-depth interviews
  - o Market Research
  - o Social media "listening"
  - o Grant scanning / scouting
  - o Competitive intelligence
  - o Trend reports
- ☐ **Direct Consumer Research***
  - o Discussion guide development
  - o Advisory Board / focus group facilitation
  - o Survey development and analysis
  - o Secret shopping reports
- ☐ **Grant Scouting**
  - o Search and distill appropriate grant opportunities into a one-page brief that offers an opportunity overview as well as concerns and considerations for decision makers
  - o Recommendations for potential partners and industry trends to watch
- ☐ **Fundraising**
  - o Creative fundraising
  - o Donor profiles
  - o Communications for different audiences
  - o Evaluation of braided funding streams
- ☐ **Alliance development**
  - **o** Identify potential partners for projects, grants or lobbying efforts
  - **o** Research and select the ideal contacts in the organization

- o Set up initial meeting to review their mission and goals
- o Introductions and collaboration planning
- ☐ **Crisis communications planning***
  - o Evaluation of likely crises per industry
  - o Identification of key decision makers and spokespeople
  - o Crisis communications planning and recommendations
  - o Coaching for public speaking and media interviews
 - o On site attention during the crisis / post-crisis follow up

Writing & Editing

- ☐ Magazine-style articles and blog posts
  - o Branded and unbranded stories
  - o Journalistic-style interviews
  - o Press releases
  - o Social media content
- ☐ Collaborative professional writing
  - o Ghostwriting
  - o Whitepapers
- ☐ Developmental editing of books and manuals
- ☐ Style guide creation and maintenance

Patient Experience

- ☐ **Patient Education**
  - o Practice and health system evaluations for gaps in patient knowledge
  - o Create patient education to addressing clinical pinch points
  - o Patient-friendly procedure preparation instructions
  - o Follow-up care and prescription compliance instructions
- ☐ **Health Literacy**
  - o Evaluation and revisions to make materials more patient-friendly
  - o Health-literate curriculum and patient material development
  - o Ghostwriting for physicians to translate materials for patient / lay audiences
- ☐ **Patient Interviews and Advisory Boards***
  - o In-depth interviews with a patient cohort or individual patients / caregivers
  - o Discussion guides for group meetings to discuss ongoing topics
  - o Focus group facilitation
  - o Materials development and testing
- ☐ **Patient Testimonials**
  - o Interviews with patient segments that highlight key messages
  - o Creation of short testimonials, including patient approval process
  - o Photo / video recommendations

*(urgent response / on-site presence required / travel outside of 50 miles from the office will incur higher hourly rates in the range of $250-$450)
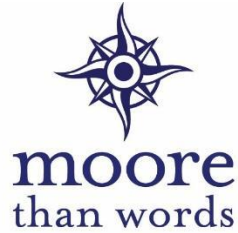
Hourly rate: ~$175

Hourly rates are for projects where materials can be handed off for deep work, including research, writing, revisions and recommendations. The project launch might have a kick-off call or a few emailed questions back and forth, with an established process and all components available. The rate may vary depending on the services selected *(see services list on page 2.)*

- The hourly rate accrues and is billed each month until the project is done. Off-hour work, urgent changes (less than 24 hours) or short-notice attendance at meetings or presentations are an additional charge.
- Availability of hours varies by month, and securing them with at least a week's notice is recommended.

Monthly rates: $2,500+

A monthly rate is preferred for projects that are aided by background knowledge and built on prior insights and tactics. The benefits of a monthly rate include a set number of reserved hours, with ongoing refinement, opportunity scouting and institutional knowledge inclusion. This does **not** include building a project or program that hasn't been launched before, supervision of interns, entry-level or new staff.

- This includes regular team meetings, and email monitoring during the week, including Slack channels or other collaborative portals, and assistance managing project files.
- This structure begins with a minimum rate of $2,500 for 15 hours per month *(a 15% discount off the hourly rate)* and can be scaled for additional hours. This rate is billed monthly, at the beginning of the month, as soon as the work begins.

Quarterly rates: $7,500+

A quarterly rate is preferred for ongoing projects that need continual development and high levels of flexibility, including staff collaboration, skill training, idea generation and event publicity. The benefits of a quarterly rate include a set number of reserved hours, with inclusion of institutional knowledge and process refinement at all steps of the process. This rate includes building and documenting a project or program that hasn't been launched before, and supervision of interns, entry-level or new staff members.

- This includes regular meetings, and daily monitoring of collaborative portals, calendars and emails, with an internal email address, if necessary.
- This structure begins with a minimum rate of $2,500 for 18 hours per month *(a 21% discount off the hourly rate)* and can be scaled for additional hours. This rate is billed quarterly, at the beginning of the month work will begin, with a three-month minimum.