



## **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 or 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 per month for 15 hours (*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 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 email monitoring including collaborative portals and an internal email address, if necessary.
- This structure begins with a minimum rate of \$2,500 per month for 18 hours (*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.

# Services

## Communications Planning

### → Branding and Rebranding

- 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
- Onsite visits / secret shopping available
- Review of all consumer-facing staff, facilities and communications, including forms, signage, customer service, processes and events

### → Key Message Development & Segmentation

- Identification of key messages
- Review of marketing data
- Segmentation of clients, donors, customers and stakeholders to be targeted with marketing tactics
- Annual report planning / content development
- Determine the most effective communication channels for each segment, and make recommendations including customized messaging

### → Publicity

- Create plan for the best possible publicity opportunities available
- Create a communications calendar with optimal windows for news pitches related to industry events, seasonal change and potential news opportunities
- Publicity evaluation, (i.e. “Is it newsworthy?”) and training for staff\*
- Review of organizational materials and website
- Review of event publicity and fundraising materials
- Press release template and training on use
- Photo and video recommendations

### → Social Media

- Social media channel recommendations
- Editorial calendar creation and content recommendations
- Monitoring of insights and analytics\*
- Creation of social media decision tree for an efficient approval process
- Create and post content for all social media channels\*
- Supervision of social media content managers / posters\*
- Training of staff on social media concepts and spotting techniques

### → Video Scripts and Speechwriting

- Scripts and speeches based on interviews with leadership / talent
- Drafted with format-specific delivery in mind
- Creation of “stump speech” and variations for likely audiences

### → Media Training\*

- Media training sessions for an overview of the State of the Media
- Pre-interview coaching and run-throughs
- Post-interview feedback

→ **Staff and Team Enrichment\***

- Retreat agendas and facilitation
- Interactive learning sessions
- Internal focus groups
- Branding and engagement
- Leadership development
- Book club facilitation
- Moderation of internal innovation programs (the in house “Shark Tank” concept)

## **External Communications and Partnerships**

→ **Research Reports**

- In-depth interviews
- Market Research
- Social media “listening”
- Grant scanning / scouting
- Competitive intelligence
- Trend reports

→ **Direct Consumer Research\***

- Discussion guide development
- Advisory Board / focus group facilitation
- Survey development and analysis
- Secret shopping reports

→ **Grant Scouting**

- 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
- Recommendations for potential partners and industry trends to watch

→ **Fundraising**

- Creative fundraising
- Donor profiles
- Communications for different audiences
- Evaluation of braided funding streams

→ **Alliance development**

- Identify potential partners for projects, grants or lobbying efforts
- Research and select the ideal contacts in the organization
- Set up initial meeting to review their mission and goals
- Introductions and collaboration planning

→ **Crisis communications planning\***

- Evaluation of likely crises per industry
- Identification of key decision makers and spokespeople
- Crisis communications planning and recommendations
- Coaching for public speaking and media interviews
- On site attention during the crisis / post-crisis follow up

## Writing & Editing

- Magazine-style articles and blog posts
  - Branded and unbranded stories
  - Journalistic-style interviews
  - Press releases
  - Social media content
- Collaborative professional writing
  - Ghostwriting
  - Whitepapers
- Scripts for video
- Developmental editing of books and manuals
- Editing of existing materials

## Patient Experience

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

**\*(urgent / on site / travel higher hourly rate \$250-\$450)**