

THINK. CREATE. *excite.*



THINK

Are you out of ideas?
We have some.

**Statewide Developmental Disability
DSP Compensation
Communications Program**

The Impact Group

The Impact Group was created and has grown by capitalizing on a market need for fast acting, technology driven, multi-layered marketing services. Utilizing technology and partnerships, we provide large agency capabilities to County Boards of Developmental Disabilities, private providers and other entities that support individuals without the costly overhead. We have supported the developmental disabilities community with strategic planning, professional development and communications services for over a decade. We have a deep understanding of the complexities within this field. The Impact Group is composed of research, new media, marketing, advertising, design and public relations experts, we recruit and keep top talent to provide the various services within the marketing mix.



CREATE

Are you in the dark?
Let us light the way.

Statement of Work

Phase I

Discovery Day with the Committee

The Impact Group will need to engage with committee members to fully understand the proposed initiative on June 7.

- Gather data and information.
- Facilitate parts of the meeting dealing with messaging and communications.

Estimated Range of Hours: 15 hours (2-3 staff members attending)

Meet/Correspond with Committee Members and Significant Influencers

The Impact Group will need to contact various members of the committee as the overall messaging is built out.

- The Impact Group will reach out to designated committee leaders to better understand their perspectives, discuss initial and evolving messaging concepts and to understand the communication resources of each entity.

Estimated Range of Hours: 30 hours

Research / Data Analysis

The Impact Group must devote resources to understanding existing material and data.

- Documents, presentations and relevant content must be reviewed.
- Survey, focus group or any other engagement data (quantitative/qualitative) must be reviewed.

Estimated Range of Hours: 20 hours

Statement of Work

Phase I

Creation of Master Messaging Document and Visual Design

- The creation of the proper message is imperative for the success of this initiative. This master message document will contain the primary message points needed for the effort.
- The messaging strategy will follow Impact Group's proprietary 3-30-3™ methodology.
- Visual logo/design will be provided that will convey the 3 second message.

Estimated Range of Hours: 110 hours

Creation of Thirty Second Messages for Diverse Audiences

It is critical that 30 second messages are designed for each audience. These messages will be created to ensure they connect with the intended audiences in a manner that is meaningful to them.

- County Boards
- Providers
- Parents / Guardians
- Political Influencers (local, county, state)
- State Departments

Estimated Range of Hours: 50 hours

Statement of Work

Phase I

Marketing Campaign Plan Development

The Impact Group will develop a marketing campaign that will provide planning around the implementation of the following tactics. The Impact Group will assess the marketing capabilities and resources of all participating entities to ensure these resources are included in the overall marketing effort.

- Social media
- Video creation
- Web based platform to host content
- Media Relations
- County Board, Private Provider etc...Champion training
- Message training
- Presentation creation
- Additional tactics as required

Estimated Range of Hours: 60 hours

Project Delivered by August 31, 2022

Statement of Work

Phase II

Marketing Plan Implementation

Implementation of Marketing Tactics

- Social media
- Video creation
- Web based platform to host content
- Media Relations
- County Board, Private Provider etc...Champion training
- Message training
- Presentation creation
- Additional tactics as required

Crisis (Politically Reactive) Communication

- Training
- Support

Coordinate, Train and Equip:

- Lobbyists
- Governing committee
- Various stakeholder groups

Scope and Investment - To Be Determined