



# Proposal for Communications Services

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# Service Pillars

I support organizations across three communication pillars, each one usually building on the previous. Under each pillar, a set of specific services is offered to address different aspects of communication and capacity-building. Detailed services for each pillar are outlined on page 6. Depending on your team's maturity and needs, you can select, skip, or combine services to create a tailored, progressive approach to effective messaging.

 <p><b>Pillar I:</b> Finding What Deserves Visibility</p>	<p><b>“We’re doing important work, but it’s not visible, coherent, or articulated well.”</b></p> <p>Under this pillar, I help organizations take stock of their current communications landscape through a structured <b>communications audit</b> to identify strengths, gaps, and opportunities for alignment across materials, channels, and audiences.</p>
 <p><b>Pillar II:</b> Shaping How It’s Shown</p>	<p><b>“We want to highlight our work better (and have some ideas about how), but we don’t know how to shape it.”</b></p> <p>After working through Pillar I, we can start <b>translating key ideas into public-facing assets</b>. In this pillar, I help you enhance your organization’s messaging and materials—from brochures and slide decks to videos and social content.</p>
 <p><b>Pillar III:</b> Sustaining Visibility</p>	<p><b>“Our comms planning is inconsistent or depends on a last-minute effort. We’d like a system that can build behavior change.”</b></p> <p>Under this pillar, I help organizations <b>build internal capacity to sustain effective communication</b>.</p> <p>The goal here is to embed communication skills internally, using workshops, training, and guided brainstorming to show teams how to develop strategic event plans and key messages—skills they can replicate independently later on.</p>

# Services

## Summary

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Pillar	Summary of Offered Services
<p>Pillar I Finding What Deserves Visibility: <b>Communications Audit &amp; Strategic Diagnosis</b></p>	<ul style="list-style-type: none"><li>• Full or partial communications audit of the organization (diagnostic report; may include web audit, story mining, or other components individually, or as part of a comprehensive package)</li></ul>
<p>Pillar II: <b>Message Refinement</b></p>	<ul style="list-style-type: none"><li>• Refinement of written material at two levels (for project-specific use or reusable organization-wide material)</li><li>• Refinement of video messaging at two levels (plan co-creation or feedback/review)</li></ul>
<p>Pillar III: <b>Capacity Building for Sustained Visibility</b></p>	<ul style="list-style-type: none"><li>• Comms Capacity Building Workshop</li><li>• Co-Creating Capacity Building Workshop Plan</li><li>• Guided brainstorming promotional plan</li></ul>

A detailed breakdown of each service is in the following pages. Reach out for pricing.

# Services

## Offered

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### I

#### Pillar I: Communications Audit & Strategic Diagnosis

- **Activity:** Conduct a structured audit and diagnostic review of the organization's current communications landscape to assess clarity, consistency, positioning, and effectiveness across key channels and materials.
- This includes a structured assessment framework and diagnostic conversations with staff to build a clear picture of how the organization currently communicates—identifying strengths, gaps, and priority areas for improvement.

#### The audit typically covers:

- Core narrative and framing (how the organization describes its mission, work, and value)
- Key outreach and visibility materials (e.g., website messaging, brochures, pitch decks, reports)
- Regular communications outputs (e.g., newsletters, announcements, social media, event coverage kits)
- Audience differentiation (how messaging shifts—or doesn't—across partners, funders, policymakers, and the public)
- Use of data, evidence, and impact metrics in storytelling
- Gaps, redundancies, and inconsistencies across channels and teams

Where relevant, this includes a light scoring or benchmarking exercise to help surface strengths and priority areas for improvement.

As part of this process, I also conduct structured interviews and focus-style Q&A sessions with staff (**story mining**) to uncover:

- Impact stories that illustrate the organization's value in practice
- Lessons learned and distinctive approaches
- Metrics and progress indicators that demonstrate results
- Staff perspectives and insights that are often unspoken but highly resonant



# Services

## Offered

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### I

## Pillar I: Communications Audit & Strategic Diagnosis

### **Deliverables:**

- A **Communications Audit & Diagnosis Brief**, including:
  - Key findings and patterns
  - Strengths and gaps across channels
  - Priority opportunities for alignment and improvement
  - A synthesized set of core messages and narrative insights
  - A highlights list of standout quotes, themes, and story elements ready for communications use (depending on scope of story mining and how many interviews are conducted)

Outputs can inform future messaging frameworks, website or deck revisions, content planning, videos, reports, event materials, and public-facing narratives.

As part of this process, and depending on the audit findings, you can choose the scope of the next steps—identifying where you'd like me to dig deeper, apply enhancements, or prioritize improvements together.

# Services

## Offered

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### I

### What is “story mining”?

- **Activity:** Conduct structured interviews & focus sessions with staff/leadership (Q&A–podcast style) to uncover the most compelling stories, key achievements, and distinctive aspects of your work.
- In these sessions, I prepare thoughtful questions to elicit insights from staff that reveal your organization's unique value. This includes:
  - Impact stories that showcase your work's significance
  - Lessons learned and innovative approaches
  - Metrics and progress indicators that demonstrate results
  - Staff perspectives and insights that are often unspoken but highly resonant

The goal is to piece these together into key messages that capture what makes your organization distinctive.

# Services

## Offered

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### Pillar II: Message Refinement

#### **Pillar II Services Offered:**

#### **Refining Written Messaging**

##### **A) Project-Specific Messaging & Positioning:**

Review, provide feedback on, and help refine the messaging of **materials used within specific projects, teams, or day-to-day workstreams** (e.g., reports, slides, scripts, or documents developed for a one-time event or defined purpose). This work focuses on integrating core messages, ensuring clarity and consistency at the project or team level, and applying strategic framing and positioning tailored to the specific partner, audience, or use case.

##### **B) Organization-Wide Messaging Foundation:**

Review, refine, and enhance office-wide introductory and pitching materials—such as a brochure (up to 5 pages covering mission, work, and impact) or a reusable introductory slide deck (up to 15 slides). This work focuses on unifying the organization's core narrative and brand positioning, ensuring consistency across teams, and creating a **shared, reusable foundation for introducing the organization** to partners, funders, and public audiences. *Note: Staff to provide progress data and other metrics to integrate into the materials.*



# Services

## Offered

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### Pillar II: Message Refinement

#### **Pillar II Services Offered:**

##### **Refining Visual/Video Messaging**

**C) Provide strategic consultation and in-depth feedback** on an existing video plan (storyboard and script) to sharpen messaging, improve flow, and support team learning. Includes detailed feedback for the team.

**D) Co-create a new video plan with the relevant project team.** Facilitate brainstorming and planning for a storyboard/script, providing guidance and structure while the team implements the plan.

# Services

## Offered

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### Pillar III: Capacity Building for Sustained Visibility

#### **Pillar III Services Offered:**

**A) Capacity-Building Workshops:** Give 1–2 hour interactive workshops to strengthen specific skills in communication & ideation. I design and lead each workshop, tailoring it to your organization’s context. Examples of topics: presentation skills, negotiation, design tips, comms for social media, creative and strategic thinking frameworks... final topics confirmed during an alignment meeting.

#### **Deliverables:**

- Workshop agenda and detailed lesson plan in advance
- Facilitation of the workshop with interactive exercises

**B) Co-Created Workshop Plan:** Transform an existing capacity-building idea or learning objective into a structured, engaging, and teaching-focused workshop while training a staff member to lead it confidently. Here, I work with a staff member who brings the initial idea or learning goal and:

- Provide hands-on facilitation mentoring, including guidance on session structure, pacing, engagement techniques, and teaching approach.
- Co-create the session flow, exercises, and learning design, with a focus on building the leading staff member’s facilitation skills

**C) Brainstorming & Planning Sessions:** Facilitate collaborative sessions that help teams generate, refine, and prioritize ideas, then translate them into clear communication outputs for a specific event or project (e.g., social media plans, promotional campaigns, or key messages for a blog or email).

- **Deliverables:** Sample post + a concise outline of the campaign or communications plan, summarizing recommended angles, key messages, and priority topics.



# Engagement & Availability Notes

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- **Availability:** 8–12 hours per week, could potentially go up to 15 hours during peak events / depending on timing.
- **Recommended arrangement:** Retainer-style agreement, with hours allocated per task
- **Flexibility:** Scope and allocation can be adjusted during the alignment meeting to ensure tasks fit within the outlined service pillars.