

# Marketing summary for Pine Richland Youth Center

Example document for consideration by Karen Stephens and other relevant viewers · Daniel Hanson, March 25

## Pricing

My base fee for all work is \$30 per billable hour, and this would be the basis for all fees incurred while working with PRYC. My preferred payment structure consists of a regular monthly retainer. Given the nature of the project's immediate needs, a unique first-month fee would be followed by a regular retainer as my work with the PRYC becomes centered on regular maintenance tasks. **Based on the tasks and time commitment that we discussed, this payment plan would consist of a \$700 fee for the first month of services followed by \$300 for each following month.** This plan is subject to renegotiation if my total time commitment increases or decreases significantly after the first few months, and covers foreseeable meetings with the PRYC and other contingencies. I am also open to providing regular invoices with the total amount of hours worked.

## Other considerations

If contracted, I will work with the PRYC staff to refine their goals and evaluate unexpected factors. Any major changes in the center's programming or business model will be worked into my tasks if necessary. Events such as fundraisers will be given advance and continuing publicity on all media channels. Ideally, a set amount of regular travel to the PRYC will be decided on in advance. Payment can be rendered on a regular monthly basis using check or Paypal. As I work on PRYC.org's design, I will need to take stock of any changes to the site's databases or changes to database service.

## Goals

- Increase total revenue for PRYC by boosting enrollment in programs and encouraging fundraising and sponsorship as needed
- Engage specific audiences based on past enrollment in PRYC programs
- Update and consolidate PRYC's brand image with a cohesive web presence and a singular brand "voice"
- Make PRYC.org more easily navigable and improve user experience

## Timeline

### **Short term (first month)**

- Confer with relevant PRYC staff
- Graphic redesign of website
- Create new front-end based on initial drafts, staff response, improved information architecture, and back-end databases
- Begin email lists based on enrollment data

### **Medium term (up to three months)**

- Use email lists to send out messages regarding registration for activities, news, and other events
- Establish social media channels including Facebook & Twitter, others if desired
- Meet regularly with directors of PRYC to ensure accurate representation of brand goals

### **Long term (after three months)**

- Ensure staff familiarity with various marketing and web updating techniques
- Gauge reactions to new web and marketing work among different audiences with enrollment levels and audience testing (if needed)