

WANT ENGAGEMENT, BUT DON'T HAVE A BUDGET?

Producers spend years creating riveting documentaries and other media projects that shape how we think about today's critical social issues. For many, creating social change and building public education through engagement represents a crucial form of success that also leads to larger audiences and a longer project life. But engagement can be both expensive and time-consuming and often requires additional fundraising.

So how do you structure a successful campaign and how do you pitch it to funding organizations in a compelling way?

IMP can create a customized campaign structure to support your project, including all the elements required for success: outcomes & measurement, partners, demographics, events, social media, education and more.

FLAT-RATE CAMPAIGN PLANNING PACKAGE

To empower producers to move forward with robust engagement projects even *before* they secure significant funding, IMP offers a **low-cost flat-rate service** to prepare your team to present an impressive engagement project to funders or to begin work in your own. For those projects with engagement resources already committed, we can provide a reliable campaign model, including specific activities and tactics that you can build upon.

The flat-rate service includes:

- Major campaign themes (2 alternatives), including major issues and hooks
- Goals and outcomes for each theme (3 per theme)
- Recommended activities and supporting materials for each theme (3 activities)
- Recommended list of potential engagement partners (20 recommended partners)
- Model campaign timeline with milestones and targets (up to one year)
- A custom-written summary of our recommendations for project's engagement approach
- A PPT pitch deck to when presenting engagement to funders or partners

PRICING

- The flat-rate consultation + overview document and PPT deck is \$2,500.00
- Basic community engagement campaigns start at \$10,000.00

Contact us to schedule a preliminary conversation to review your needs.
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