



Arizona Developmental Disabilities Planning Council Budget

Communications Plan

- Client Meetings, discussion and insight
- Objectives
- Goals
- Audience
- Tools/Timetable
- Evaluation
- Elevator Speech

TOTAL HOURS	30-40 hours
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Public Relations (Statewide Coverage)

- Monthly Strategy Sessions
- PR Calendar
- Press Release Development
- Pitching Stories
- Meeting with Editorial Boards
- Creating Client/Media Relationships

TOTAL HOURS	25-30 hours per month
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Brand Enhancement

- Tagline
- Descriptors/Elevator Speech
- Focus Group Testing

TOTAL HOURS	40 - 50 hours
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Video Production (2-3 minute video)

- Brainstorming Session
- Copywriting
- Imagery/Graphics
- Rental Equipment
- Editing
- Audio/Editing Studio

TOTAL HOURS	50 - 60 hours
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Mobile Site

- Enhance resolution of images/headlines
- Review Functionality, Architecture & Design
- * Before changes are recommended or implemented, UC would like to review the current process to drive individuals to the website and better understand the goals and outcomes ADDPC would like to accomplish.

TOTAL HOURS	15-20 hours
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Resource Guide

- Copy all resources from website
- Layout and design of resource guide template
- Formatting all entries
- Design revisions and copy edits
- Account Management

TOTAL HOURS	30-35 hours
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