



FULL COURT PRESS
COMMUNICATIONS

Menu of Services Available to Park Partner Organizations

We welcome the opportunity to work with park partner organizations through grants offered by the California State Parks Foundation. Please see below for a menu of services available from Full Court Press Communications (FCP). If awarded a grant, park partner organizations are encouraged to complete their project with FCP by October 2016. For questions or more information about the services available, please contact Sarah Hersh, Vice President, Full Court Press Communications by email (sarah@fcpcommunications.org) or via phone (510-550-8170).

Strategic Counsel & Other Services

- **Strategic Workplan for a Communications Event or Opportunity** (\$5,000 for FCP staff time) – FCP will work with organizational staff to develop a communications workplan for a specific event or activity. Examples of this could include planning for a major event, an anniversary or other communications activity. Workplans (typically 3-5 pages in length) will include recommended goals, audiences, and tactics, created in collaboration with organizational staff. This includes approximately 28 hours of FCP staff time.
- **Ongoing Strategic Counsel on Communications Opportunities and Challenges** (\$5,000 for FCP staff time) – FCP will counsel organizational staff on communications opportunities and challenges. Examples of this include counsel regarding a specific event or announcement, leverage an organizational anniversary, handling a media inquiry or messaging around a tough topic. This will include a series of calls tailored to the organization. This includes approximately 28 hours of FCP staff time.

Social Media Activities

- **Twitter and/or Facebook Advertising Campaigns** (a \$5,000 total grant request including \$4,000 for FCP staff time plus an \$1,000 advertising budget) – FCP will design and implement an advertising program to increase likes for an organization's Facebook page or followers on Twitter. This includes approximately 22 hours of FCP staff time.
- **Ongoing Social Media Capacity Building** (\$5,000 for FCP staff time) – FCP will counsel organizational staff on how to use social media platforms like Facebook and Twitter. This will include a series of calls tailored to the organization and could include topics such as growing an audience, creating engaging content, and sustaining activity online. This includes approximately 28 hours of FCP staff time.

Online Communications (Email and Website)

- **Set-Up of E-Newsletter System and Training** (\$5,000 for FCP staff time) – FCP will create an e-newsletter account and set-up a basic template for e-newsletters and e-blasts. FCP will then

train organizational staff on how to use the system moving forward and provide feedback on e-newsletters as time allows. This includes approximately 28 hours of FCP staff time.

- **Ongoing Strategic Counsel on E-Newsletters & Websites** (\$5,000 for FCP staff time) – FCP will counsel organizational staff on their website and e-newsletters. This will include a series of calls tailored to the organization on topics such as creating engaging content, best practices and strategic planning. This includes approximately 28 hours of FCP staff time.

Media Relations

- **Media Relations Capacity Building and Development of Template Media Materials** (\$5,000 for FCP staff time) – FCP will counsel organizational staff on how best practices for engaging with the media. This will include a series of calls tailored to the organization on topics such as building relationships with reporters, pitching stories, and handling tough questions. In addition, as time allows, FCP will create template media materials for the organization. Examples of media materials include a template press release or media advisory, a fact sheet for reporters, or a media list that's tailored to the organization's geography. This includes approximately 28 hours of FCP staff time.

Other Services

- **Other Communications Services** (\$5,000 for FCP staff time) – we welcome park partners to request other communications, public relations, and social media services, based on their organizational needs. This includes approximately 28 hours of FCP staff time.