**MOORE**
BUSINESS
**RESULTS**

## Project Objectives

- Develop new Mailchimp template to coordinate with site branding
- Provide monthly online outreach to support and highlight the Board's work in the community and free up the Board to better serve stakeholders.

## Background

We have worked with you since 2008 to design, build and update NWPDR.org as the Council's needs changed over time. For some time, site administrators were able to enter agenda details into the site, generate a pdf and push the agenda out to MailChimp in a relatively seamless manner. Recently the MailChimp Application Programming Interface (API) that was required for this functionality was shut down and no replacement is available. Further, with upcoming elections your President who was handling most of the website content and agenda publishing will no longer be available. The Board will need to plan for continuity of online outreach as the new Board settles in.

## New Mailchimp Template

We propose to develop a new, easy to use MailChimp template that will be serve for sending out meeting notices with agenda PDF links as well as current news and event. The template will be branded to go with the current site. Fee estimate is $150.

## Ongoing Outreach

To provide support for the Board in the transition, we propose to assist with online outreach for a period of six months, at which time we hope the Board will see the benefits of working with us as a professional, neutral, third party providing reliable service and will choose to continue our arrangement.

We appreciate working with productive organizations who are seeking to partner for effective online outreach. We can assist you with adding agendas, minutes, events, news, writing news, email set up, email marketing, and social media. We would like to partner with a single point of contact who can provide guidance on content and news and answer questions in a concise and timely manner.

Content work is billed at $115/hour, developer work at $70/hour. Actual hours worked are invoiced monthly. For active neighborhood councils we expect regular outreach and communications to require $300-400/month depending upon the number of articles, emails, events and board activity. You might consider agendizing an amount of $350/month for the six-month period.

## Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table 14+ years of working with Neighborhood Councils, professionalism, timely service and significant experience with email communications and social media. I have a strong reputation across the City for superior work and service partnering with Neighborhood Councils across the spectrum of their outreach needs.

## Client List

View Portfolio at moorebusinessresults.com/portfolio/. Click on the screen shots below to view the sites. Selected clients include:
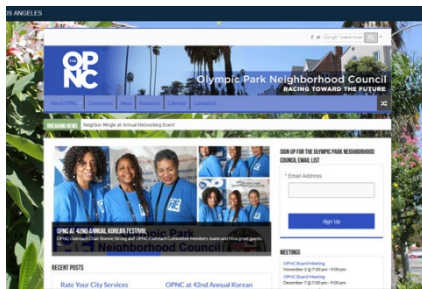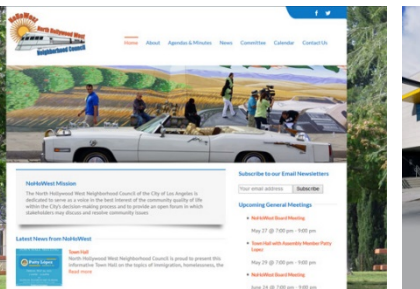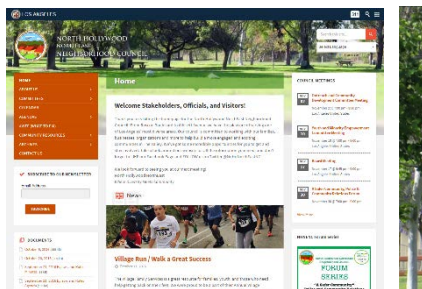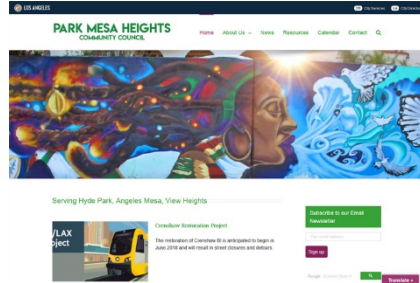
## Client Quotes

Wendy Moore is an incredible asset to have on your team. Wendy gets it. She gets it technically; she gets it from a branding perspective and she understands how Empower LA and the Neighborhood Council system works.

We don't think of Wendy as just our website gal. She's our brand manager, our publicist, and our news writer. Wendy is a great asset to us and I know she can continue to be for you as well.
*Former PRNC Treasurer*

The WNC has been extremely happy with Moore Business Results. The website they built for us has really allowed our Neighborhood Council to present a more professional appearance to our stakeholders.
*WNC President*

You always make us look so good!
*ECCANDC Outreach Chair*

The best part about this job is working with you!
*Former OPNC Outreach Chair*