

# NCWP Online Outreach Proposal

July 31, 2020

19300 Rinaldi St. #7254  
Northridge, CA 91327  
[wmoore@moorebusinessresults.com](mailto:wmoore@moorebusinessresults.com)  
818 252-9399



## Service Objectives

Moore Business Results (MBR) has been pleased to serve Neighborhood Council Westchester/Playa del Rey (NCWP) in providing online Neighborhood Council (NC) outreach and communications and we look forward to continuing to partner with you to promote your work to stakeholders inviting their involvement.

## Scope of Work

We are your one stop shop for online stakeholder communications: website, e-blasts and social media. The scope of services includes:

- Partnering with you to identify Board actions, positions, events and news and crafting news briefs to share across all platforms. We endeavor to make your NC actions the primary source of news on your site.
- Creating and implementing a communication plan with you to promote important meetings, speakers, events or election activities
- Developing eblasts to share the same messaging with stakeholders
- Share engaging current news and events via social media
- Keeping the website updated with events, news and current Board Member names, agendas, minutes, bylaws, etc.
- Add additional site functionality as needed
- Conduct regular site security updates

## Assumptions

1. NC empowers a single point of contact to work in partnership with MBR regarding messaging to stakeholders.
2. NC submits requests one business day before service is needed. Agendas should be sent on the Thursday prior to the meeting to allow for posting and eblasting.
3. NC owns the site and its assets and pays hosting, domain name and email marketing services directly and in a timely manner.
4. NC provides access to accounts as necessary to provide services.
5. NC agrees that all elements of text, images, or other artwork you provide are either owned by NC, or that you have permission to use them.

## Pricing

We work with you to provide services keeping your budget in mind. At the end of each month we provide an invoice detailing services rendered using our hourly rates: communications \$119/hour, developer \$73/hour and graphic designer \$107/hour.

1. Site includes an events calendar with repeating events functionality for which there is an annual license fee of \$50.

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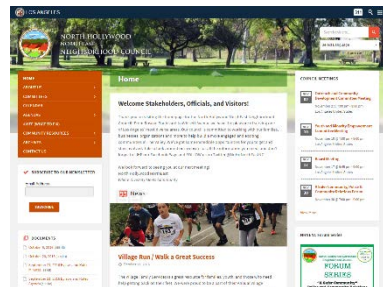
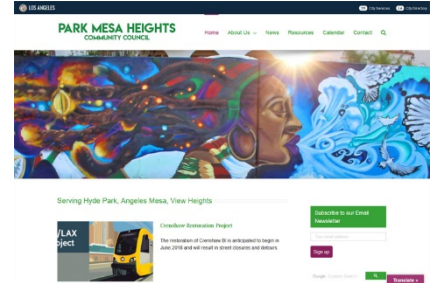
2. If necessary, MBR may pay for NC services such as hosting, domain name, email marketing and submit incurred costs for reimbursement with current invoice.
3. Invoice payments are made by check within 21 days of invoice date. Payment may be made by credit card in which case processing fees will be added to the invoice.
4. We annually evaluate the cost of living and compensation and may provide notice of a rate increase on 2/1 to be reflected on the 4/1 invoice.

## Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table 15+ years of working with Neighborhood Councils, professionalism, timely service and significant experience with eblast 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/](http://moorebusinessresults.com/portfolio/). Click on the screen shots below to view the sites. Selected clients include:



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### Client Quotes

You always make us look so good!

*[ECCANDC](#) Co Chair*

I appreciate your very professional and patient assistance all these years.

*[ECSWANDC](#) President*

We have a great website and we have a great person that does it.

*[Park Mesa Heights](#) Treasurer*

You do a very good job with keeping our community updated through our website and I just want to say thank you for all you do to help make us look and work more efficiently.

*[NHNENC](#) Vice President*

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