

# NCWP Online Outreach Proposal

March 5, 2024

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## 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 and we will make good faith efforts to complete the request. Agendas should be sent on the Thursday prior to the meeting to allow for posting and eblasting.
3. City/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.
6. NC or MBR may terminate this agreement for convenience at any time by providing thirty days written notice.

## 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 \$136/hour, developer \$95/hour and graphic designer \$105/hour.

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[www.MooreBusinessResults.com](http://www.MooreBusinessResults.com)

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1. Site includes an events calendar with repeating events functionality for which there is an annual license fee of \$50.
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 30 days of invoice date. Payment may be made by credit card in which case processing fees will be added to the invoice.

### Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table 17+ 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.

View Portfolio at [moorebusinessresults.com/portfolio/](http://moorebusinessresults.com/portfolio/).

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