

# Nicholas Marketing

Communications Campaign Support

## Overview

paleBLUEdot's proposal included a couple of optional tasks: a Climate Action Implementation Plan and Communication Plan Implementation Support.

### Optional Task 8.3 Climate Action Implementation Communications Plan

The communications plan will help set the stage for implementing community communications to build community awareness and focused, prioritized action around the Climate Action Plan, and for engaging City residents and businesses in positive behavior change throughout the plan implementation phase.

The implementation concept plan will identify Climate Action Plan messaging approaches, recommended communications content, and an outline of engagement formats and event potentials supporting community-wide plan implementation. This plan effort will include:

1. Discovery - Conduct information gathering enquiries by phone and email with staff members from La Crosse and conduct secondary research when appropriate.
2. Implementation Communication Goals and Objectives - The overall 'big picture' desired outcome, and what specific thresholds need to be achieved to generate the outcome.
3. Target Audiences - Who is trying to be reached and why.
4. Core Messages- What is being communicated to each audience.
5. Implementation Plan - What needs to be generated, what are the specific communications channels being used and who's responsible for each task.
6. Communications Calendar - A schedule of what and when communications are occurring.
7. Measurement - Tracking the success of accomplishing the plan's objectives and goal.

### Deliverables

Climate Action Implementation Communications Plan

### Optional Task 8.4 Communications Plan Implementation Support (6 months)

The paleBLUEdot team can support the implementation phase of the Climate Action Implementation Communications Plan. This task would include generating monthly communications content (website copy, social media posts, content for newsletters, etc.). The paleBLUEdot team will also collaborate and coordinate with the City's communications staff for the posting of monthly content on the City's social media accounts, website, and other communications pathways.

### Deliverables

Monthly Climate Action Plan implementation communications content.

1. Press Conference Communications Campaign Support/Management: \$1500 - \$3000
  - a. Provide support as needed for an up-front fee of \$1,500 or \$3,000 to manage the communications campaign.
2. Ongoing Communications Support & Community Engagement: \$500/Month
  - a. Communications Support
    - i. 1 Message Draft per Month (appropriate for cross-channel communications)
    - ii. Integrated delivery of the message across desired platforms, including but not limited to:
      1. Email campaigns
      2. Social media posts
      3. Blog posts
      4. Press releases
  - b. Community Engagement
    - i. Goal of engaging 1 community group per month that is identified as being important to supporting/evangelizing the La Crosse CAP plan.
    - ii. City will prioritize groups for outreach.
    - iii. Initial Outreach will continue each month until 1 community group commits to being involved.
    - iv. After community group commits, educate how the CAP compliments their mission.
    - v. Facilitate identifying ways they could have an impact on the success of the La Crosse CAP
    - vi. Monitor and support the community group's efforts moving forward.
  - c. Participation in up to 30 minutes of strategy/implementation discussions