

Confidential / August 2022



Proposal prepared for  
**MI STATEWIDE  
INDEPENDENT  
LIVING COUNCIL**



Idea39, LLC  
2937 E Grand Blvd  
Detroit, MI 48202

Web: [idea39.com](http://idea39.com)  
Phone: 313.644.2048  
Email: [hello@idea39.com](mailto:hello@idea39.com)

# IDEA39

Woman-Owned Small Business  
EIN: 87-3689628  
In good standing with the State of MI



Michigan SILC Changemakers and Advocates,

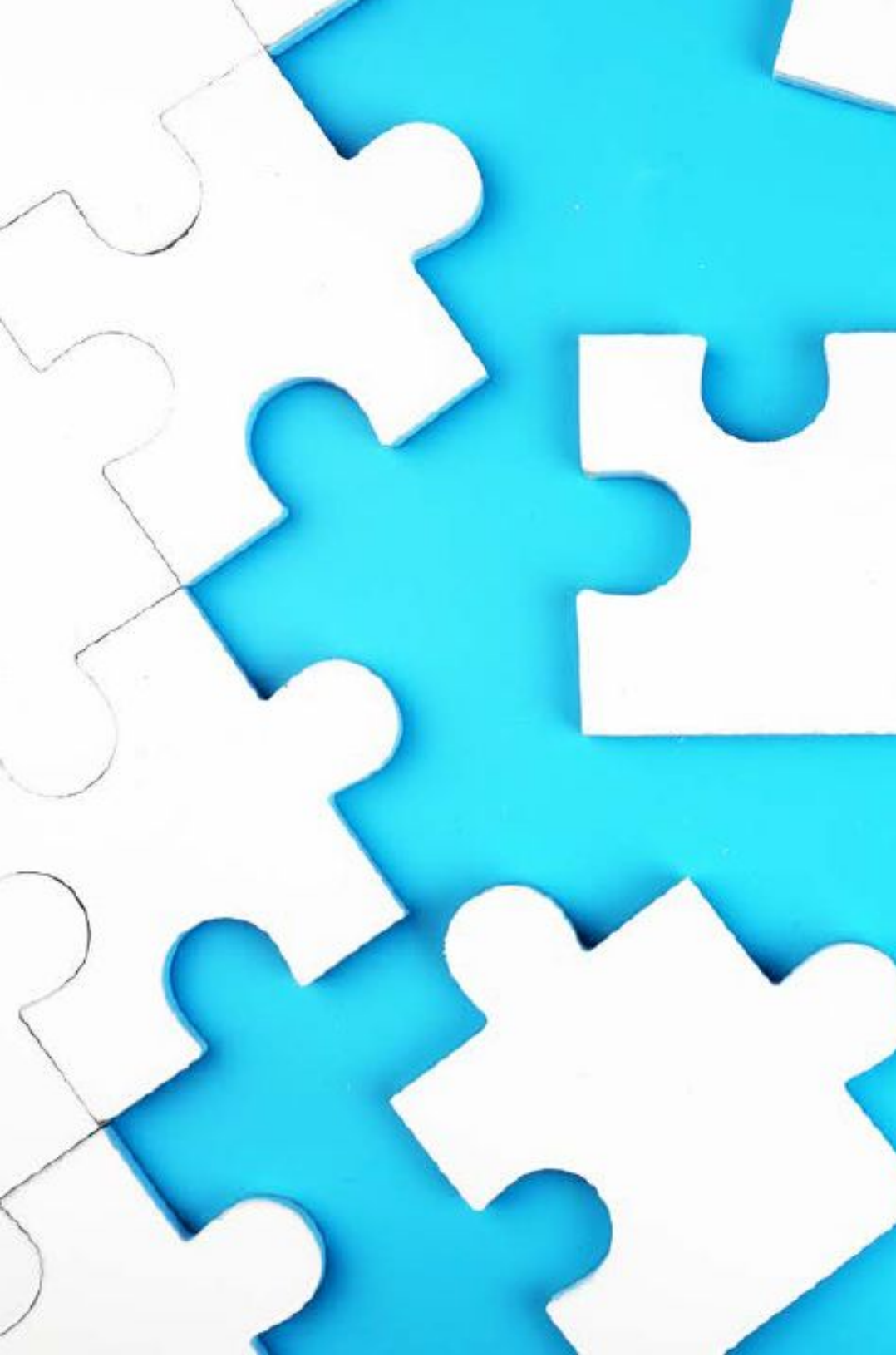
Before we begin, thank you for the opportunity to continue the critical work we've been doing to help make MI SILC and the CIL network a widely known organization that benefits the lives of people with disabilities across Michigan.

**People with diverse abilities deserve to participate fully in our communities and our nation, and independent living is a key step.** This is the kind of cause that gets me and my team out of bed in the morning and drives us to keep creating and innovating with our whole hearts. We will continue to bring creativity, strategy, and decades of collective advertising and marketing experience to this project so Michigan SILC can keep doing the boots-on-the-ground work helping people thrive independently. **With livelihoods on the line, you have to get this right—and our team is ready to hit the ground running.**

Enclosed please find our proposal for the work specified in your RFP. Our hope is to spend the next year executing finely tuned media and communications plans to meet your wildest goals and targets. We're up for the challenge and eager to support your incredible mission.

Looking forward to working together,

Adrienne Pickett  
Founder / Chief Creative Officer



# table of contents

- 5. Why We're Here
- 6. Your Asks & Our Approach
- 9. Estimate
- 11. Our Team
- 19. Our Work
- 25. References



IDEA39

# why we're here

If you want to change the world, you need people in your corner. You need to cut through the clutter. And you need to win hearts and minds. How? Let us show you.

At Idea39, we've turned grassroots candidates into household names and helped hyper-local nonprofits create brands that would make Corporate America jealous. And we're just getting started.

We combine forward-thinking design, thoughtful content, full-service campaign leadership, project management and intuitive strategy to help NGOs and nonprofits succeed. With over 100 campaigns under our belt in Michigan and beyond, you won't find a team that has our comprehensive experience and approach anywhere else.

Each organization and cause demands a unique game plan to make the most of a limited marketing budget. With diverse media and marketing tactics, **we can help you raise awareness about your services and community impact, inspire new partnerships, and support underserved disability populations.** Our customized media and communications strategy will connect with multiple audiences at once and enhance the important work you do every day.

# your asks

Support MI SILC's mission by:

- Creating, implementing, and evaluating a comprehensive statewide outreach plan to increase awareness of IL/CIL services among unserved and underserved disability populations in Michigan.
- Developing accessible informational and educational materials about IL and CIL service awareness. Then, disseminating them across multiple accessible platforms including social media, websites, and in key partner locations where targeted minority and rural populations receive goods and services.
- Developing and launching a targeted outreach social media presence.
- Developing community presentations, materials, and talking points.
- Increasing SILC partnerships with disability-related community service agencies and groups in targeted areas.
- Developing a SILC newsletter template and informational materials to be distributed to partners and individuals to increase community awareness of Independent Living, the Centers for Independent Living, and SILC.
- Training SILC staff on managing an effective social media presence.
- Assisting in direct communication efforts to the public including the development of a mailing list.
- Evaluating the effectiveness of the outreach plan.



IDEA 39



**by the  
numbers**

**IDEA39**



# agency of record retainer estimate / 12 month contract period (October 1 2022 - October 1 2023)

Creative Direction, Social Media Management, Content Copywriting, Design, Strategy Consulting, Project Management, and PR

- Social Media Management
- Email/Newsletter Management
- PR Direction and Coordination
- Print Materials
- Misc. Outreach Needs

---

<u>TOTAL AGENCY ESTIMATE/MONTH FY 22-23</u>	\$ 4,500.00*
<u>3% INCREASE FOR OPTIONAL FY 23-24</u>	\$5,850.00
<u>POTENTIAL HARD COST BUDGET</u>	\$20,000.00
<u>TOTAL ALL IN (12 MONTHS)</u>	\$74,000.00

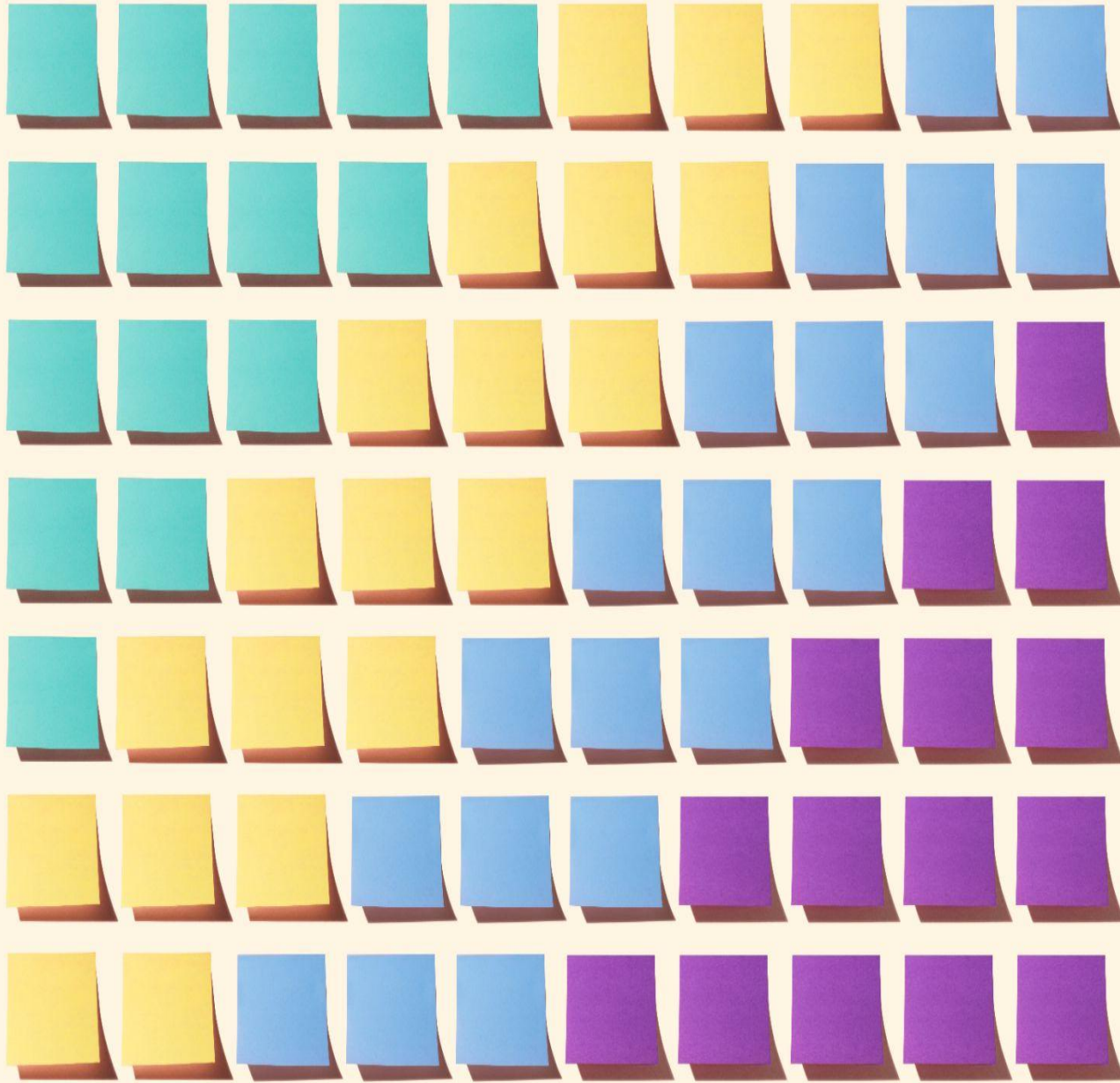
\*Payments are due on the first of the month for the following months work. Billing is NET 15 days from receipt of invoice. Scope in this estimate includes 3 rounds of revisions. More than 3 revisions will constitute a rate of \$100 an hour. Scope creep past the 41 hours a month will be invoiced at \$100 an hour after notification of hours. Please note hard cost materials from outside vendors, printer pricing, paper stock, photography (including stock), photographers, stylists, domain hosting, domain purchase, specialized typography, etc are not included in the budgets outlined on these pages and may require payments directly to those contracted vendors. Any media buys including print, digital or out of home are a separate cost and not included in this estimate.



# our team

Our team of 11 is fully remote, Michigan-based and flexible to fit your project needs.





**our org**



# COMMUNICATIONS

# CLIENT LEADERSHIP

ADRIENNE PICKETT  
Founder/Chief Creative Officer

The Clara Group  
CFO

SONIA PATEL  
Director / PR + New Business

EMILIE ROHRBACH  
VP / Campaign Management

HOLLY ELLIS  
Creative Content Copywriter

JENNIFER BLUE  
Creative Content Copywriter

DANNE WITKOWSKI  
Creative Content Copywriter

EMILY HOUDE  
Social Media Strategist/Designer

JENNA HEBELER  
Art Director

KEVIN JOHNSON  
Field Director

MEGAN MUELLER  
Field Director

TORI CORTEZ  
Project Management

MARTY BARTON  
Finance Support

NIKKI DAWSON  
Media Buyer

MOLLY O'RIORDON  
Web + Design

JALYN BAITY  
Creative Contractor  
Video Production

ANN STAL  
Event Planning

# your team

Meet the faces behind your communications efforts. Our talent is seasoned and scrappy, local and resourceful for just the right fit for you.



**Adrienne Pickett**  
Founder / Creative Director

Throughout Adrienne's 20-year career, she has created a variety of award-winning work for some of the world's largest billion-dollar brands and companies. Strategic and insight-informed art direction, branding, identity, web, TV, and guerrilla marketing are her specialties.

Adrienne earned her BFA with a concentration in graphic design and history from the University of Michigan. Her work has won coveted awards through Graphis, ADCD, and The Effies.

She's also an accomplished artist, illustrator, and muralist putting her talents to use in SE Michigan.



**Sonia Patel**  
New Business / PR

A native of Jackson, Sonia is a recent Ford PR executive, Mothering Justice Fellow, Michigan State MFA grad, Canton Democratic Club President, and now brings her talents to Idea39.

She received her Bachelor's and Master's degrees in Communications from Michigan State University.

Sonia has lived and traveled the world, loves bad Hindi movies and can regale you with stories about the one time she had to take Russell Crowe to dinner.



**Holly Ellis**  
Creative Copywriter

A graduate of Kalamazoo College, the University of Michigan's School of Social Work, and a former Presidential Management Fellow, Holly has worked as a copywriter, program analyst, and administrative manager for a wide range of public and private organizations. She spent eight years of her career creating high-profile documents for executive leaders at the Department of Veterans Affairs and has since written for the healthcare, legal, transportation and logistics, government, and entertainment industries.

When she's not creating impactful content, Holly enjoys going on adventures with her husband and two children.



**Jenna Hebel**  
Senior Art Director

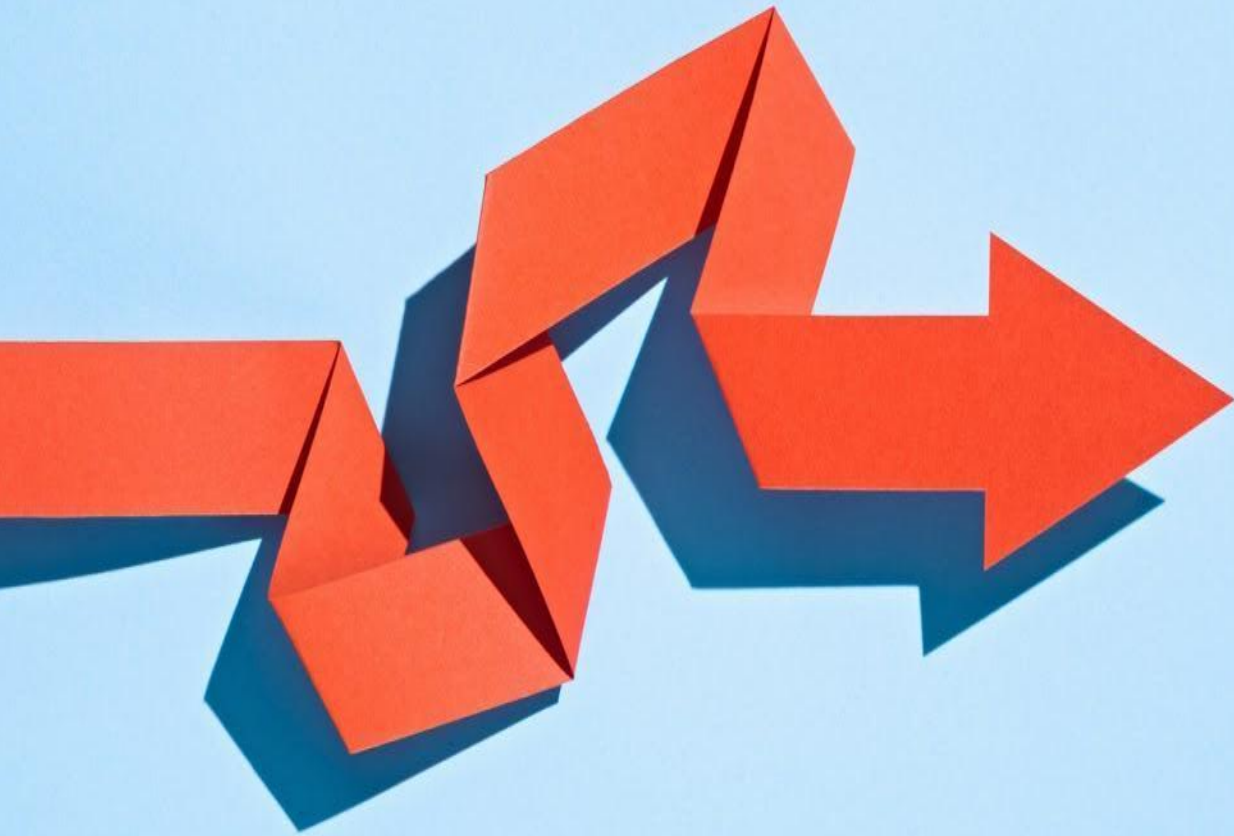
Jenna is a designer and art director hailing from Buffalo NY. She has 6 years experience specializing in conceptualizing and creating visual expressions spanning brand development, digital and social design as well as art- and creative direction. She brings relevance and sophistication to forward-thinking beauty, fashion, and lifestyle brands. She has a soft spot for travel photography as well as good IPA beers.



**Emily Houde**  
Social Media

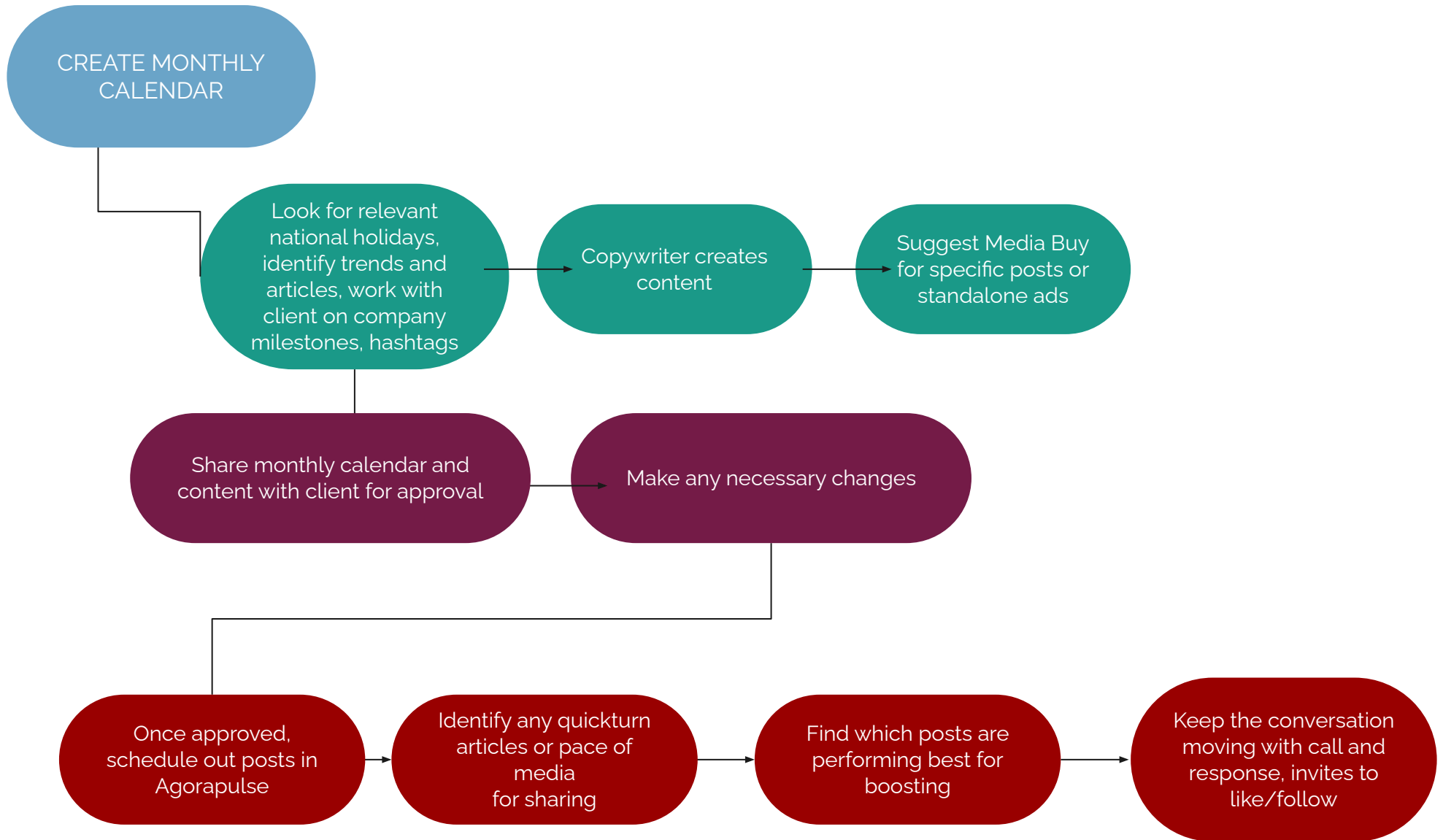
Emily is a current integrative public relations major at Central Michigan who loves photography, painting, fashion, and digital art.

She is a social justice advocate and believes that public relations can be used as means to educate and improve our society.



**our  
process**

# OUR SOCIAL MEDIA PROCESS



# our experience

Our unique range of marketing, media, events, PR, and nonprofit experience has led to successful partnerships with incredible organizations across Michigan and the country working to make positive changes in their corners of the world.





**our  
work**

**IDEA 39**



# GREIG WOMEN IN LEADERSHIP FUND



*"why i lead" / "100 years of suffrage" / "how i lead" campaigns for greig women in leadership fund*

*"Did you know there were more men named Mike in the Michigan Senate than there were elected women?" - Christine Greig*

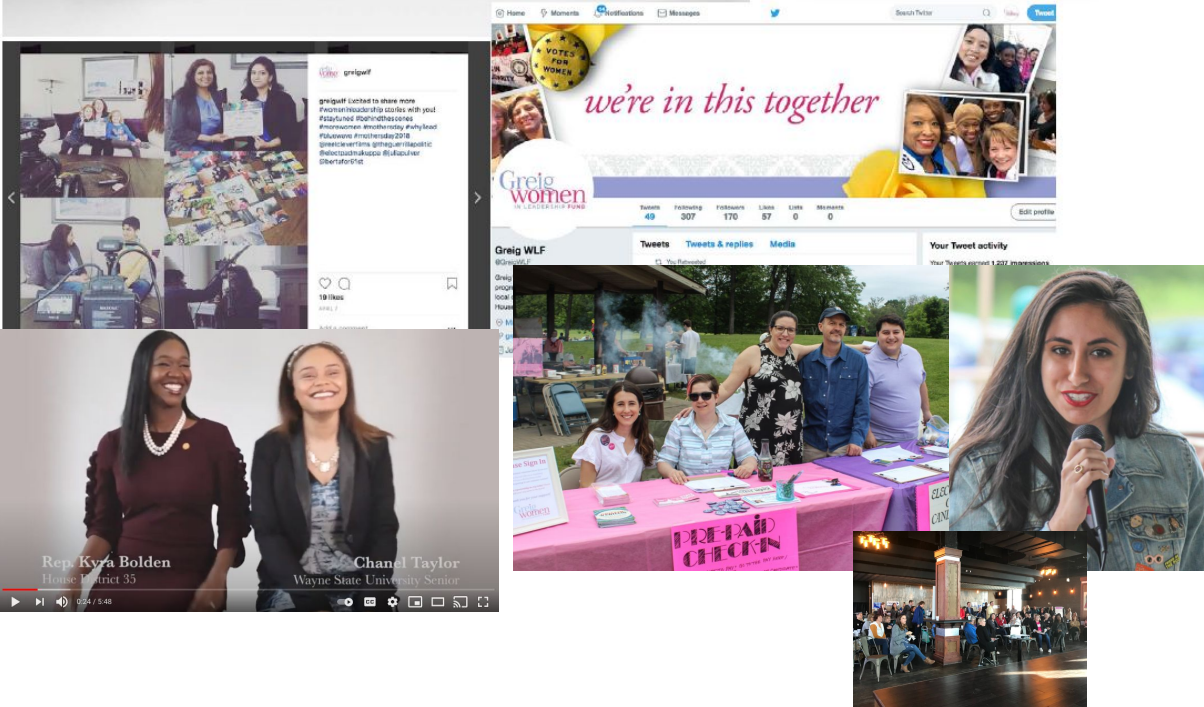
When House Democratic Minority Leader Christine Greig approached us to help bring her fund to life, we jumped at the chance to support women candidates.

**We created an eclectic campaign complete with 12-month social media calendar, unique content, beautifully produced videos, and several promotional events, including:**

- A panel and screening after the primary at Birmingham's Maple Theater
- An ice cream picnic celebrating the 100th Anniversary of the ratification of Women's Suffrage and featuring U.S. Representatives Brenda Lawrence (MI-14) and Haley Stevens (MI-11)
- A mega-donor event with one year to go until the 2020 election.

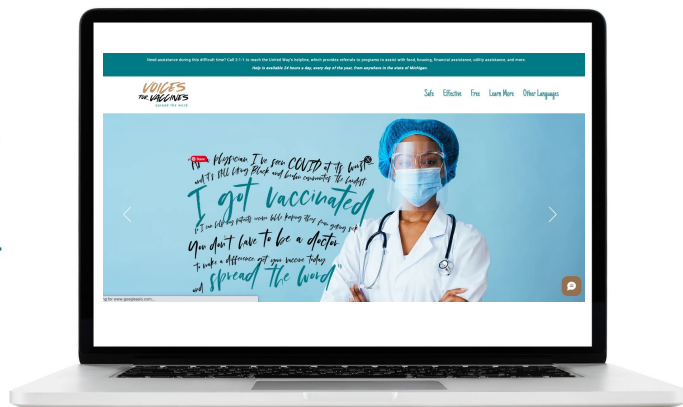
All of this to fight for something everyone should support: more women representing us in government.

The results spoke for themselves: A 100+% increase in engagement on the GWILF's social media platforms, tons of small donations that added up to over \$45,000 for the fund to give back to campaigns, and more than half of her featured candidates elected to office.



# VOICES FOR VACCINES

spread the word.



## MI VOICES

### "Voices for vaccines"

MI Voices recently contacted us to launch a statewide campaign focused on promoting COVID-19 vaccination within undervaccinated communities of color around the state. We developed themes that challenged misinformation while addressing the fears and reservations prevalent within our target audiences. The scope of our project included:

Concept Development

Door to door canvassing in communities across Michigan vaccinating people on the spot or coordinating to get them to locations nearby

Print materials

Website Design

PR Assistance

"I teach children who are too young to get the COVID shot, so it's up to me to protect all of us. I got vaccinated to give our kids a chance to have fun and learn safely in the classroom this year. Help our kids get the in-person education they need to succeed. Get vaccinated and spread the word"

"As a youth pastor, I tell it like it is. you can't just pray COVID away. It's on us to take care of our families and our community. e part of protecting church... it gets. ple— Word."

"AS A DOCTOR AND RESEARCHER, I TRUST THE COVID VACCINE TO PROTECT ME, MY FAMILY, AND MY PATIENTS. WITH MORE THAN 165 MILLION FULLY VACCINATED PEOPLE IN THE US AND MORE THAN 2 BILLION WORLDWIDE, MEDICAL PROFESSIONALS LIKE ME KNOW THESE VACCINES ARE SAFE AND EFFECTIVE. LET'S END THE PANDEMIC TOGETHER— SPREAD THE WORD"

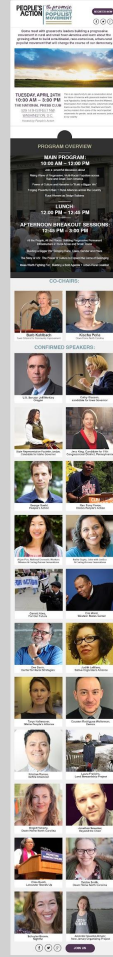


## MI LIST

When the legendary Barb Fuller of MI List approached us about helping to grow their social media feeds and generate buzz for their annual Great Women of the Great Lakes fundraiser featuring Governor Gretchen Whitmer, we were beyond thrilled to jump in.

**We wanted to honor the legacy of the last 15 years of MI List with beautiful invitations, print materials, and of course, a robust social media strategy on Facebook and Instagram.** We created visual interest with eye-catching custom illustrations, some of which became animations that comprised a video played for attendees at the event. You can watch the video now on their Facebook page @milistpac.

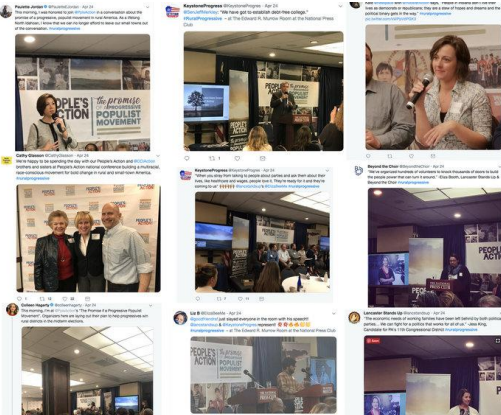
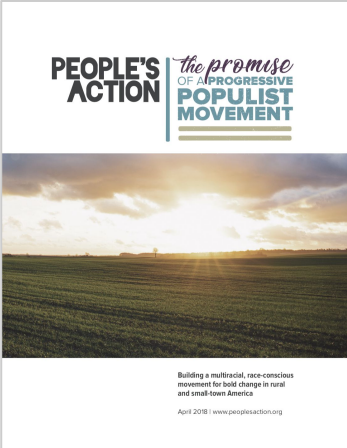
After it was all said and done, our social media strategy doubled their likes and follows, helped pack the room at GWGL with supporters (including Governor Whitmer, Congresswoman Debbie Dingell, and MDP Chair, Lavora Barnes), and attracted new donors, bringing in more than \$13,000 in additional funding to the PAC.



# PEOPLE'S ACTION

People's Action, a broad coalition of local and state organizers representing multi-racial and multi-generational working people, reached out to Idea39 after they saw our game-changing work for the Michigan People's Campaign 2018 Governor's Forum. **They needed help with print, digital, and event materials for a massive press event at the National Press Club in Washington DC.**

"The Promise of a Progressive Populist Movement" became THE event to be seen and heard at with Senator Jeff Merkley, Judith LeBlanc, Director of the Native Organizers Alliance, and the Center for Rural Strategies headlining. Our big, bold graphics and annual report caught everyone's eye, and we helped People's Action garner earned media attention in The Nation, among others.





# UNITE HERE! LOCAL 24

We worked alongside Unite Here! Local 24, the nation's largest hospitality workers union, to create a 360 campaign to support their friend and fellow union member, Charlesetta Wilson, and her bid for the 6<sup>th</sup> House District.

**We created refreshing content, simple videos featuring supporters, social media, direct mail, an SEM campaign, Spotify, YouTube, and digital placements all driving to one attractive and user-friendly website.**

We generated nearly 300,000 impressions and reached over 20,000 people via Facebook, garnered 224,350 impressions via digital, and served over 81,000 ads on Spotify. Although she didn't win, she did come in a very close 2nd place, outranking 10 other people in a crowded field littered with name recognition.



# references

## Sommer Foster

Director, MI Voices

P: 734-216-7385 E. sommer@michiganvoices.org

## Representative Christine Greig - HD37

Former Michigan House Democratic Minority Leader

Senior Advisor, Lawmaker Engagement Future Now

P: 810-444-7406 E: chris\_greig@msn.com

## David Mayer

Co-Chair, Founder Reparation Generation

P: 510.915.1687 E: dmayer1645@gmail.com

## Barb Fuller

Founder and Chair, MI List

P: 734.646.5100 E: barb@provide.net

## Adam Kruggel

Director of Strategic Initiatives, People's Action

P: 510-982-9131 E.kruggel@peoplesaction.org

## Sommer Foster

Director, MI Voices

P: 734-216-7385 E. sommer@michiganvoices.org



Idea39, LLC  
2937 E Grand Blvd  
Detroit, MI 48202

Web: [idea39.com](http://idea39.com)  
Phone: 313.644.2048  
Email: [hello@idea39.com](mailto:hello@idea39.com)

# IDEA39

Woman-Owned Small Business  
EIN: 87-3689628  
In good standing with the State of MI