



#reputationmatters

Episcopal Foundation of Dallas

SOCIAL MEDIA PROPOSAL

Provided by Sunwest Communications – June 2024

SITUATION

The Episcopal Foundation of Dallas, a philanthropic organization dedicated to supporting the needs of the Episcopal Diocese of Dallas and its ministries, is seeking to increase awareness on social media. Sunwest is well poised to assist the Episcopal Foundation of Dallas to enhance its LinkedIn presence. Sunwest will help by crafting engaging content and strategically managing the foundation's LinkedIn profile. A key part of this strategy will be featuring the leaders from the foundation, showcasing their expertise and commitment to the community. Through these efforts, Sunwest aims to increase the foundation's visibility and connect with a broader audience.

SUNWEST AT-A-GLANCE

We listen before we talk.

This allows us to provide what we call “counsel in context.”

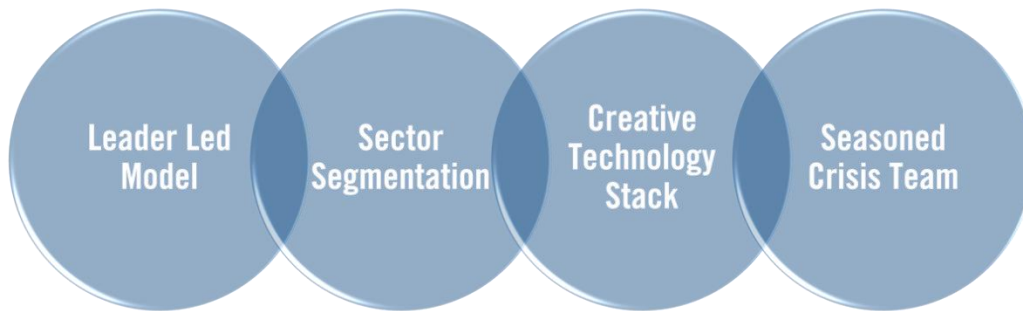
We find opportunity

in facts, instinct and creativity, and in our experience.

We sharpen our pencils –

often – and get to work.

Why Sunwest?



LEADER LED MODEL

Our wise, sound judgment earns us a seat in our clients’ boardrooms.

SECTOR SEGMENTATION

Clients hire us for our relevant point of view.

CREATIVE TECHNOLOGY STACK

Clients benefit from the cohesive layering of design and digital with PR.

SEASONED CRISIS TEAM

Our diverse experience (C-suite, agency, newsroom, legal) affords well-rounded perspective and counsel without blind spots.

SCOPE OF WORK

ONBOARDING AND DISCOVERY

Fully understanding Episcopal Foundation of Dallas' current situation, the players, your stakeholders and the current landscape is job number one. Our first step will be to thoroughly get up to speed by conducting an onboarding session to ensure full alignment.

Our goal is to learn as much as we can about the Episcopal Foundation of Dallas entirely, as well as its objectives. We want to provide "counsel in context," so, doing our homework and listening is critical. Some of the things we'll cover during onboarding include:

- LinkedIn goals
- Target audience
- Calendar of notable dates

SOCIAL MEDIA MANAGEMENT

Sunwest understands the nuances and importance of posting relevant content and balancing a strategy of planned content with in-the-moment posts on social media on a regular basis. When to share, like, comment and post is rarely as simple as it sounds and requires the strategy, guidance and expertise Sunwest can provide.

The following scope to manage Episcopal Foundation of Dallas' LinkedIn includes:

- Developing a strategic social media calendar that engages target audiences and attracts new followers
- Providing counsel on when/how to incorporate large grants, executive features and timely announcements into the social media calendar/plan through creating content pillars
- Drafting copy for two to three posts per week on LinkedIn as needed and appropriate
- Facilitate all posting on behalf of Episcopal Foundation of Dallas through Sprout Social
- Monitoring and engaging with target audiences including liking/sharing/re-sharing relevant content as appropriate

The Sunwest social team will attend up to two virtual meetings per month. If needed, the Sunwest social team will schedule an additional time to meet to review:

- Overall social media strategy, initially
- Upcoming month's content calendar and obtain approvals
- Profile- and post-performance metric analysis on a monthly and quarterly basis to adjust how to best optimize content

INVESTMENT

We believe in customizing packages for our clients based on their needs and budget. There is no one-size-fits-all scenario. Developing long-term relationships as an extension of our clients' teams is why so many have stayed with Sunwest for so long.

In recognition of the great work you do, we would like to offer our social media services to you at \$1,000 per month for six months and Sunwest would invest \$3,600 in-kind per month into the relationship which brings the real monthly total value to \$4,600 per month. This includes a hard cost of \$50 for Sprout Social.

SUNWEST CLIENTS

Sunwest's broad-based client list includes a range of industries – from top consumer brands and corporate America to nonprofit organizations, real estate companies and architecture firms.

We believe comparable expertise along with client diversification offers our clients the benefit of possible solutions to issues which may not usually occur to their industry or specialty. Our breadth of marketing, political and civic knowledge can prove to be a valuable asset to all of our clients. Some of our clients include:



Our value and key point of differentiation as a firm includes the tenure our senior team at Sunwest brings to bear and the fact that senior leadership will be involved in every aspect of your account from the beginning. We believe our team has the unique ability to make an immediate and lasting positive impact for the Episcopal Foundation of Dallas.

We look forward to discussing moving forward and would be honored to work with you.

Contact Information

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