

**Untold Content - Updated Proposal for RFP #17-2020 (Communications Strategy for
Lexington Fayette Continuum of Care)**

DATES	UPDATED DELIVERABLES
Oct 2020	Pre-Launch - Kickoff Meeting <ul style="list-style-type: none"> ● Deliverable: Meeting notes and updated project timeline Task 1.A - Facilitate Mission/Vision Workshop (2 hours) <ul style="list-style-type: none"> ● Deliverable: Edited Mission/Vision Statement Task 1.C - Share state-of-the-art homelessness campaigns <ul style="list-style-type: none"> ● Deliverable: Slide deck featuring campaigns & key takeaways Task 1.D - Content Audit <ul style="list-style-type: none"> ● Deliverable: Editorial Calendar (Draft) inc. Existing Content tab
Novem ber 2020	Task 1.B - Data Storytelling Workshops <ul style="list-style-type: none"> ● Deliverable: Tableau Dashboard Task 1.E.a. - Content Strategy Sessions <ul style="list-style-type: none"> ● Deliverables: Persona Canvases; Messaging Grid; Style Guide
Dec 2020	Task 1.E.a & 1.E.f - Campaign Ideation / Prioritization Sessions <ul style="list-style-type: none"> ● Deliverable: OHPI Communications Plan and Editorial Calendar
Jan-Sep 2021	Task 1.E.c, 1.E.d, 1.E.e, 1.E.g, 1.E.k - Ongoing support of marketing for policymakers and public funders; people experiencing homelessness and community providers; data and performance analysis; data visualizations; and management of materials, websites, social media, and presentations <ul style="list-style-type: none"> ● Deliverables: Daily social media content, design, and scheduling; 1-4 data visuals and/or maintenance of Tableau dashboard per month; and 2-4 content deliverables per month.
Jan 2021	Task 1.E.b - About Us Campaign <ul style="list-style-type: none"> ● Deliverables: Updated webpage content, one-pager, presentation, and social media messages Task 1.E.j - Provider Toolkit for About Us Campaign <ul style="list-style-type: none"> ● Deliverable: Toolkit featuring press release, talking points, social media, graphics, etc.
Feb 2021	Task 1.E.j - Provider Toolkit for Coordinated Entry Campaign <ul style="list-style-type: none"> ● Deliverables: Toolkit
March 2021	Task 1.E.b - Lex End Homelessness Campaign <ul style="list-style-type: none"> ● Deliverables: Flyer, short description with visuals, presentation
May 2021	Task 1.E.b - Housing Crisis Response System Campaign <ul style="list-style-type: none"> ● Deliverables: 2-3 infographics and 3-5 stories Task 1.E.j - Provider Toolkit for Housing Crisis Response System Campaign <ul style="list-style-type: none"> ● Deliverables: Toolkit
2021	Outcomes Reports <ul style="list-style-type: none"> ● Deliverable: Quarterly reports delivered in April & July, and a final report on impacts and metrics of communications strategy

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UPDATED BUDGET

Line Item	Total	Amount Cash Matched	Amount Leveraged	Amount Requested
A-B. Personnel & Fringe Benefits	\$116,642.60	\$160,707.40	\$0	\$116,643
C. Equipment	\$300.00	\$100.00	\$0	\$200
D. Travel	\$1,145.40	\$0.00	\$0	\$1,145
E. Contractual	\$126,815.00	\$13,500.00	\$0	\$113,315
F. Operating Expenses	\$9,840.00	\$6,930.00	\$450.00	\$2,460.00
TOTAL				\$233,763

UPDATED BUDGET NARRATIVE

By removing the Strategic Comms Workshop and reducing the number of content deliverables from 4-8 down to 2-4 per month, we are able to provide a reduced overall budget of \$233,763.

We also replaced the original deliverables of the Data Storytelling Workshops; instead of providing data visualization sketches, we will aim to produce the Tableau dashboard. Each month, we may need to use “data viz creation” hours for dashboard creation or maintenance.

We recommend an overall budget not-to-exceed \$250,000 in order to provide some flexibility in meeting OHPI’s goals.