



When Communication & Public Relations
are more than a one-person job,
we are a team of professionals who have your back!

WHO we are

We are an all-inclusive team of professionals who provide strategic communication, public relations and marketing support for educational and non-profit organizations.

WHAT we do

We provide strategic communication support for educational and non-profit organizations. We work closely with your team to provide the level of support needed to bring success. We customize every project to meet your budget and needs. See reverse side for details.

OUR services

We believe in supporting your entire team. Our comprehensive services allow you to focus on what you do best.

Our strength is communication across all platforms to help you reach your goals and improve community support.



Strategic Communication

- Communication Analysis
- Key Message & Content Development
- Special Topic & Events
- Media Relations
- Crisis Communication



Creative Services

- Branding Assets Review & Development
- Promotional Tools
- Print & Mail Campaigns
- Web & Graphic Design
- Videography & Photography



Digital & Social Media

- Website User Experience Review
- Web Content Management
- Social Media Strategy & Management
- E-newsletter Content & Design



Public Relations & Engagement

- Staff and Community Engagement
- Special Interest Campaigns
- Workshop and Meeting Facilitation
- Survey Coordination
- Media Relations & Press Releases
- Referendum Communication

Supporting Wisconsin school districts to achieve their communication goals!



SCHOOL DISTRICT of
SHEBOYGAN FALLS
Expect the Exceptional



SCHOOL DISTRICT OF
NEROOSA
"The Place to Be"



FRANKLIN
PUBLIC SCHOOLS



Marinette School District





When Communication & Public Relations
are more than a one-person job,
we are a team of professionals who have your back!

COMMUNICATION & PUBLIC RELATIONS PACKAGES

Improved Stakeholder Communication

Providing a roadmap for improving public relations and stakeholder communication

Strategic District Communication & Marketing Plan

- Discovery session
- Identify existing challenges
- Determine project goals, strategies and tactics to address challenges
- Clarify scope, timeline and future budget

Executing the Strategic Communication Plan

- Key messaging and content development for all media (press, print, web, newsletter, social, etc.)
- Creative support / visual communication strategy
- Development of a district profile - print and web version
- Schedule articles / newsletters / annual report
- Social media
- Promotional video / animation / photography

District Brand Review & Development

District Branding Assets Review

- Discovery session
- Web and communication review with recommendations
- Review of existing visual components with recommendations

Creative Services - Branding Development

- Key messages
- Brand identity markers / creative design (web, social, print)
- Brand Guidelines Document for district staff use
- District profile development - print and web version
- Promotional video / animation / photography

Community Engagement

- Discovery session
- Planning and implementation of community engagement activities (ie: survey, facility advisory committee, public meetings, etc.)
- Develop informational campaigns
- Visual communication strategy and creative support
- Report outcomes to administration and Board of Education

Special Topic Campaigns

(ie: Referendum, School Opening/Closing, etc)

- Discovery session
- Campaign plan and implementation schedule
- Content development for all media (press, print, web, newsletter, social, etc.)
- Creative support / visual communication strategy
- Suite of promotional graphics (campaign identity marker, social, web, newsletter, print)
- Email and print mailings (collaborate on content and design, and coordinate production with District's local printer and mailhouse)
- Development of a social media calendar
- Support district staff with implementation
- Promotional video / animation / photography

District Communication Support

A custom annual or monthly package

- Communication Support
- Community, Staff, and Family Newsletter Development
- Creative Support / Visual Communication Development
- Website content management
- Social content management

Let's Chat!

Schedule your complimentary one-hour Communication & Public Relations consultation.
dorreendembski@gmail.com

