

TO: Erin Beck, Sustainable Columbus
FR: Sarah Irvin, Irvin Public Relations
RE: Strategic Communication Scope of Work for 2026
DT: Aug. 20, 2025; updated Sept. 8

Hi Erin! We are excited to extend our partnership to encompass year-long work in 2026. Per our discussion, below is a Scope of Work for Jan. 1 to Dec. 31, 2026. Please let me know if you have any questions.

Design and Photography -- \$22,500.

- 1 to 2 print projects each month; plus five to six branded projects throughout the year
- 4 to 8 social media graphic designs each month
- 4 half-day photography sessions/year

Annual Report -- \$9,500

- Annual report editing
- Design
- Provide all files to Sustainable Columbus for printing/production

Account Management -- \$11,250.

- Project management
- Weekly status updates
- Conduct weekly meetings
- Oversee partner collaborations, etc.

Paid digital -- \$5,000

- One paid digital campaign focused on the Youth Climate Action Fund to start (our partner, Kindred Strategies, recommends we put the bulk of the dollars into targeted paid social -- Facebook & Instagram + TikTok -- to reach young adults. This could be paired with a smaller retargeting/display layer to capture previous site visitors, with the goal of driving microgrant registrations and engagement around the effort)
- Coordination, development of copy and concepts

Social Media \$15,000.

- Plan and draft monthly social media content (1 post/week focused on holidays, email sign-ups, content from e-newsletter with staff spotlights, etc) via googlesheets for easy client approval.
- Includes one social influencer campaign (with campaign management and influencer fees for 2 influencers)

Monthly Email Program \$5,250.

- Create copy for 12 emails/year.

Strategic Communications/media relations for programs \$16,500.

- Development and implementation of a proactive media pitching and thought leadership plan
- Identify 2 to 3 key media moments throughout 2026 to pitch to local media
- Develop key messaging around Sustainable Columbus' core vision and service areas

General Advertising \$2,500.

- This will cover any small advertising requests you'd like to fulfill

Total billing for this work that will be implemented from Jan. 1 to Dec. 31, 2026: \$87,500