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County Commissioners' Association of West Virginia  
Attn: Jennifer Piercy  
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Charleston, WV 25311  
[jennifer@ccawv.org](mailto:jennifer@ccawv.org)

**RE: Proposal for Services: Marketing Outreach Assistance**

Dear Jennifer,

I am grateful for the opportunity to submit the following proposal for marketing outreach and strategic messaging services for the County Commissioners' Association of West Virginia (CCAWV). As a marketing and communications professional with current marketing and sales responsibilities, it is a privilege to submit this contract proposal to support the CCAWV on a freelance contractual basis.

The following proposal aims to support the CCAWV's mission statement by assisting with its communication and outreach initiatives through strategic communication and message creation. Six month and a 12-month option have been submitted for consideration. As always, I welcome your feedback on this proposal and am committed to altering any aspect of the proposal to better support the needs of the CCAWV.

**SCOPE OF SERVICES**

- Assist CCAWV leadership in developing strategic messages with monthly themes/topics that are relevant to the CCAWV's activities and current objectives.
- Develop a media calendar for strategic messages and ensure content is distributed in a timely, consistent manner that aligns with the CCAWV's mission statement.
- Develop a public education campaign that leverages engaging digital content and distribute the materials strategically.
- Promote the CCAWV to potential partners/sponsors who can in turn support campaigns (i.e. public education campaign) that help boost outreach, expand message reach, and grow earned media.
- Provide weekly analytical updates and monthly virtual meetings to discuss campaign and outreach progress to ensure transparency and plan effectiveness.
- Photography, videography and aerial photography services are included, as needed, to assist with strategic message creation as part of pricing structure.

**PRICING**

- **6-month option** from February-July 2021 at **\$650.00/month**.
- **12-month option** from February 2021-January 2022 at **\$550.00/month**.