



BRANDING • MARKETING
PUBLIC RELATIONS

LETTER OF ENGAGEMENT AND SCOPE OF WORK

Client: City of Lawrence

Project: Communications and Community Relations

Date: February 4, 2025

Firm Overview

Herd Strategies is a full-service marketing and public relations firm dedicated to developing impactful communication solutions for businesses and public agencies that offer services and resources affecting individuals' quality of life.

Our Services

- public relations
- communications
- community engagement
- social media content development + analysis
- creative design and brand development

Our Certifications

- Minority and Women Business Enterprise, State of Indiana
- Minority and Women Business Enterprise, City of Indianapolis
- Disadvantaged Business Enterprise, Indiana Department of Transportation

The Herd Strategies team celebrates decades of marketing, advertising, and public relations experience. We specialize in creating robust integrated marketing and communications strategies for a diverse roster of clients representing non-profit, government, quasi-government, community, and corporate entities.

Herd Strategies is known for our commitment to measurable results, sound strategy, and creative solutions delivered with exceptional customer service and client satisfaction. We pride ourselves on providing common-sense solutions to complex problems that ensure our clients' success.

Unique to Herd Strategies is our ability to help our clients communicate with the multicultural world in which their brands live. While many firms discuss inclusion, Herd Strategies goes beyond the "chatter" of words with proven strategies for reaching diverse audiences. We are a woman—and minority-owned firm dedicated to forging relationships with the organizations and people you want to know.



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At Herd Strategies, building time and cost efficiencies for our clients is a top priority. Our client meeting process is thorough, from developing and executing an agenda to managing the meetings and following up. Conference reports with notes and next steps are provided after every client meeting.

We work hard upfront to deliver strategies with detailed timelines and direction. Because we dedicate specific team members to each account, clients can be sure that the team member working on their account has an in-depth knowledge of their business. This ensures that when projects require a quick turnaround, everyone working on the account is entirely up to speed and ready to accomplish the project goals without delay.

To maintain project efficiency, the dedicated account manager will respond to all client inquiries via phone or email within the same business day. Project estimates or other work projects are guaranteed within 48 hours of request or a predetermined deadline.

We aim to best serve clients by conceiving and producing all client work efficiently, accurately, and on time. Our account manager proofs all work products before delivery to clients or vendors to ensure they are free of grammar or usage errors and written in the Associated Press style or a client's specific style manual.

From public relations and outreach to crisis management and creative design, Herd Strategies creates a turnkey experience for our clients. We operate with high efficiency, professionalism and preparedness, enabling each client to access our agency's total capacity and expertise through a single call, email, text, or interaction—a single point of contact for full-service excellence.

Strategy

The strategy aims to establish and build the reputation of the City of Lawrence and the administration's commitment to improving the quality of life for all residents by combining methods, including media relations and community engagement, with shared and owned media.



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Audiences

- News media outlets and reporters
- Community leaders including:
 - Lawrence Common Council
 - Quasi-government leaders
 - Neighborhood associations
 - Lawrence Township Democratic Club
 - Lawrence Township Republican Club
- The City of Lawrence residents
- City employees

Description

Herd Strategies welcomes the opportunity to provide the city of Lawrence with communications and community relations services. We will work alongside city leaders to support engagement in building community relationships, communication planning, media training and organizational communication efforts.

Objectives

- Provide communication support to manage media inquiries.
- Create a communication infrastructure that engages and elevates the voices of the organization, its leadership, administration, and the communities it serves.
- Build relationships with community stakeholders and city administrators.

Tactics

- Create talking points announcing staffing transitions and administration changes.
- Develop a message map to manage messaging and maintain response consistency.
- Host 1:1 interviews with targeted media outlets to address pressing issues and communicate a plan of action.
- Conduct monthly “pen and pad” sessions with media outlets to provide updates and address questions.
- Work with the administration’s communication and leadership teams to share the transition through current communication networks, including, but not limited to, social media and email communications to stakeholders and community partners.



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Re-Introduce Mayor Deb Whitfield's Vision for the City

- Provide media relations and speech writing services for State of the City address.
- Conduct media training for organization leadership (boards, staff, select volunteers).

Managing Workflow

Herd Strategies utilizes the project management software called Teamwork to organize and track client progress. The Herd Strategies team has weekly agency traffic meetings to review client projects and deliverables, address deadlines, and brainstorm. Traffic meetings are also utilized to address staff workload, assign client projects, and determine if/when outside resources are necessary to achieve client goals.

To ensure client deliverables are achieved successfully, upon approval of this scope of work, Herd Strategies recommends the following:

1. Bi-weekly conference calls or face-to-face meetings with organization representatives.
2. To ensure the plan's integrity, a single point of contact within the Mayor's administration will be identified to communicate organization needs, distribute and review content for internal and external communications, and approve all marketing and communication efforts.
3. Submission of monthly reports by Herd Strategies outlining client services and outcomes for internal and external communications and approval of all marketing and communication efforts to ensure the plan's integrity.

The tactics outlined in this proposal can be executed within a mutually agreed-upon timeline upon approval of the scope of work. Herd Strategies will work with the City of Lawrence to implement and monitor all public relations efforts for the duration of this agreement.

Cost

Herd Strategies shall be compensated in an amount not to exceed Twenty Thousand Dollars (\$20,000.00). Fees for Herd Strategies' services shall be billed monthly for \$6,666.66. This engagement will begin on February 1 and terminate on April 30, 2025.



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Payment Terms

The above fee will provide the City of Lawrence with communications support associated with this proposal. Should the required services exceed the current allocation, Herd Strategies will estimate the costs related to such services for client approval.

Conditions

This Scope of Work and the corresponding total price are provided based on the following conditions:

- If any scoped services, defined deliverables or project parameters change, including hard costs not identified here, we will provide a change order with any associated fees and obtain your approval before moving forward.
- A mutually agreed-upon timeline will be established. Herd Strategies will work with the administration to support the project timeline and ensure milestone dates are met, specifically where client participation is required. If the deadlines are not met, the timeline will be recast with a new delivery date. Should the timeline extend beyond the original delivery date, Herd Strategies reserves the right to reevaluate and modify it as necessary.
- Non-Discrimination. Herd Strategies agrees that it, and its subcontractors, will not discriminate against any employee or applicant for employment to be employed in the performance of this agreement, with respect to the employee's hire, tenure, terms, conditions or privileges of employment, or any matter directly or indirectly related to employment, because of the employee's race, religion, color, sex, disability, national origin, or ancestry. Breach of this covenant may be regarded as a material breach of the agreement.
- Compliance With E-Verify Program. As required by IC §22-5-1.7, by signing this Agreement, Herd Strategies swears or affirms that Herd Strategies does not knowingly employ an unauthorized alien. Herd Strategies further agrees that Herd Strategies shall enroll in and verify the work eligibility status of its newly hired employees through the E-Verify program as defined in IC §22-5-1.7-3. Herd Strategies shall not knowingly employ or contract with an unauthorized alien. Herd Strategies shall not retain an employee or contract with a person that Herd Strategies subsequently learns is an unauthorized alien.
- Non-Appropriation. The parties acknowledge that the City of Lawrence is a governmental entity whose funds are subject to appropriation by its fiscal body. Therefore, if at any time during the initial term or subsequent term of this agreement, the City of Lawrence's fiscal body should fail to appropriate sufficient funds to



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continue this agreement, it will become null and void. The City of Lawrence shall not be obligated to perform unless and until sufficient funds are appropriated. The City of Lawrence agrees to inform Herd Strategies in writing of any such non-allocation of funds at the earliest possible date, and shall pay for all services provided prior to exhaustion of the appropriated funds.

We appreciate your consideration and welcome any questions.

Accepted for Herd Strategies:

Denise J. Herd, MBA
Herd Strategies, President

February 13, 2025

Date

Accepted for Client:

Deborah Whitfield, Mayor
City of Lawrence

Date