



Helping you stand out from the crowd.

A coordinated grassroots and social media
campaign for ECOP and ESCOP

FEBRUARY 8, 2012



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kglobal

Hello,

I'm Darren Katz, Managing Director at kglobal.

We are excited about the prospect of working with ECOP in addition with the work we have initiated with ESCOP—to build robust support for land-grant university federal funding. Our proposed campaign combines grassroots, grasstops, and social media education to complement your government relations strategy. The addition of ECOP to the campaign will bring positive support from ECOPs large network of agriculturist and will allow kglobal to expedite a .I look forward to discussing our ideas on achieving this important goal in the near future.

Included inside:

- Our Understanding
- Our Approach
- Our Agriculture and Higher Education Experience
- Our Coordination with Cornerstone
- Proposed Budget
- Your Core Team
- Case Studies
- About kglobal

Sincerely,



Darren Katz

Managing Director

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Our Understanding

The following outlines our general understanding of land-grant universities and the issue at-hand. Should we be chosen to support the ECOP National Marketing Strategy Team in addition to the ESCOP System Communication and Marketing Committee, we would request an initial kick-off meeting to get a more detailed understanding of the matter. Our basic understanding is as follows:

- Land-grant universities are institutions of higher education in the United States designated by each state to receive the benefits of the Morrill Acts of 1862 and 1890.
- The Morrill Acts funded educational institutions by granting federally controlled land to the states for the states to develop or sell to raise funds to establish and endow “land grant” colleges.
- The mission of these institutions as set forth in the 1862 Act is to focus on the teaching of agriculture, science and engineering as a response to industrial revolution and changing social class rather than higher education’s historic core of classical studies.
- The mission of the land-grant universities was expanded by the Hatch Act of 1887, which provided federal funds to states to establish a series of agricultural experiment stations under the direction of each state’s land-grant college, as well as pass along new information, especially in the areas of soil minerals and plant growth.
- The mission of the land-grant universities was again expanded by the Smith-Lever Act of 1914 establishing a system of Cooperative Extension Services that brought the borders of the university to all corners of each state extending research-based education on many topics including agriculture and natural resources, community economic development, family and consumer sciences, and youth development.
- Each land-grant university receives annual Federal appropriations for research and extension work on the condition that those funds are matched by state funds.
- Additional colleges and universities serving Native Americans were given land-grant status in 1994.
- The nation’s 75 public land-grant universities serve at least four essential functions:
 - Educating a cross-section of young Americans
 - Conducting essential research in science and technology
 - Engaging in non-formal education efforts translating research to practice for farmers and ranchers, communities, families, youth and consumers.
 - Addressing urgent issues such as climate change and improving children’s nutrition.
- The top 10 public universities alone teach more than 350,000 undergraduate students, which is more than six times the total enrollments of the Ivy League institutions.
- Public universities are more affordable and accessible for students from middle class and low income families.
- Through the cooperative extension programs, the land grant universities disseminate state-of-the-art scientific and technological advances to the nation’s farmers, the food industry, the

restaurant industry, nutritionists, educators, and others who can make good use of this know-how.

- With the deepest recession since the 1930's, the decline in tax revenues, and the growing demand for emergency public services for unemployed workers and their families, state and local government budgets are in crisis.
- Many states are freezing or even cutting their funding for some of the greatest assets of the American education system—our public land-grant universities.
- State universities are being forced to raise tuitions, cut faculty positions or rely on part-timers, and curtail courses of study and research programs
- The USDA's research and education program receives only about \$1 billion a year, a small share of total federal funding for research and development. Meanwhile, in their states, the land grant universities are on the budgetary chopping blocks.
- The President and Congress need to provide the necessary resources through the annual appropriations process for the universities that are teaching the students and conducting the research to replenish the nation's skilled workforce.
- Every federal dollar dedicated to land-grant universities represents a tremendous return on investment because of our commitment to fully link research and teaching and extension with the great expectations of our citizens.
- The opportunity to support ECOP will be especially valuable in providing members of Congress with anecdotes and aggregated data that illustrate outcomes of educational programs and the direct impact of agricultural research in their districts. These practical examples will aid us in positioning land-grant universities as an integral part of education, the economy and the activities of our everyday lives.

Our Approach

ECOP AND ESCOP have a great story to tell; one that, when done correctly, will create a warehouse of supporters to promote and defend your mission publicly and directly with decision makers in these tumultuous times and in the future. Cornerstone is most assuredly fighting on your behalf on the Hill. However, they will be most effective when their message is supported by the stories and zeal of constituents who have benefited directly from land-grant universities, as well as those who recognize the necessary value the universities provide to communities across the country and the nation as a whole. This is where our engagement with ECOP will be so valuable. By engaging both ECOP and ESCOP as full partners in this campaign, kglobal will be perfectly positioned to deliver this support. The following outlines our approach to grassroots and grasstops education, as well as social media and overall digital strategy, to support a traditional government relations program. Our overall goal is to prioritize targets so that we can shore up supporters, pressure those who have gone astray, and not waste valuable resources on champions or enemies. In so doing, we'll also execute against Cooperative Extension's 2012 goals, with special emphasis on increasing strategic marketing and communications as well as building partnerships.

Asset Inventory

One of the advantages that ECOP and ESCOP have in this campaign is a large group of internal assets with the resources and ability to be advocates and communicators. The first thing we will do is an internal assessment of what is already being done and what can be done on behalf of ECOP AND ESCOP. We do that by meeting with communications and marketing staffs of each institution to identify their current and future activities. By coordinating and leveraging those assets, we can significantly multiply the impact of the campaign and ensure that the most passionate of advocates are heard.

Messaging

The most important rule in the political arena is to define yourself *and* your opponent. If you lose this battle, you can forget about winning the war. To ensure that all messages, talking points and takeaways are aligned and that they reflect your value proposition, kglobal will work in close coordination with ECOP and ESCOP to create a message platform in concert with Cornerstone's efforts on the Hill. Targeted to key agricultural appropriators, the platform will consist of 3-4 key messages, along with supporting bullet-points that can be easily articulated by grasstops and grassroots advocates whether online, in letters or in casual conversation. These messages will comprise an education campaign that will:

- Make the case for continued and enhanced support for research and extension
- Leverage the 150th anniversary of the Morrill Act to highlight the significant accomplishments and advancements that have been made by the land-grant system
- Address unmet needs for the future
- Promote the 100th anniversary of the Smith-Lever Act of 1914 in positioning Cooperative Extension as an investment, not an expense, in America's positive future.

Target Identification

kglobal has been working to educate the general electorate on the importance of agriculture and the education and research of agriculture. With this base support in hand, we move to the next step—strategic outreach to influential targets. We will begin tactical outreach to specific targets in order to better educate both the general electorate and the influential leaders of America and American agriculture.

Working closely with Cornerstone, kglobal will identify legislative targets to focus our public affairs tactics strategically. Sure, targeting every member of the House and Senate Agriculture committees, as well as key swing members for floor votes from day one would be ideal, but isn't necessary nor financially feasible. What we've found effective is to take an inventory of who matters, how they feel about land-grant universities, and then prioritize your target list based on your financial assets.

There are 67 members of the House and Senate Agriculture committees and probably 25-35 swing members in both chambers that make or break legislation during floor votes. Working with you and Cornerstone, we will rank these members using the following categories:

- Strength in committee/subcommittee
- Seniority/political prowess
- Historical position on land-grant universities, if any
- Expertise on the issue, if any
- Presence of ECOP and ESCOP members in the district/state
- Efficiencies – states with multiple legislators on the committees

Based on our campaign experience with ESCOP, it is obvious that members of the House and Senate's committees on agriculture and appropriations are the key targets. Additionally, we will work closely with ECOP, ESCOP and Cornerstone to identify members who need to hear from constituents to better understand the importance of land-grant universities in their state or district.

Ally Development & Grasstops Education

Here's where we start making Washington do what we want it to do, not the other way around. Starting in our tier 1 targets' states and districts, we'll activate our best-suited field operatives and organizers and educate them on the issue. What do we mean by best suited? Well, at kglobal, we have developed the largest network of local operatives and organizers in the business: 2,078 of the most connected people in the country. That's *a lot* in this business. These former campaign managers, community organizers, former reporters and public affairs gurus span the entire political spectrum, affording us the ability to choose the right people to manage our on-the-ground effort in every Congressional district in the country.

Once the right gurus are activated, they will be tasked with developing an *ally development* program to educate and recruit a base of supporters to activate at an appropriate time. The initial supporters targeted would not be average citizens, but local businesses, community organizations, elected officials,

and other “grasstop advocates”. *Grasstop education* focuses on constituents who are state or local mavens; they are trusted leaders in their communities and yield a certain respect from targeted officials because of the political and personal support they can provide. These state and local legislators, former colleagues, long-time confidants, and business, political, and community leaders have the ability to, among other things:

- Send emails or letters directly to legislators or their key staff
- Place phone calls to the legislator’s cell phones or directly to key staff
- Meet directly with the legislator or “intercept” them at a public event
- Pen opinion editorials and conduct additional media activity

Further, grasstop advocates are the leaders in a community. They can be positioned to localize the issue in the public arena, and add credence to our messaging. For example, a local Chamber of Commerce president publicly promoting the value of a land-grant university will be heard throughout the community and can be used to energize the electorate. Local residents will trust the president’s opinion as he is someone who is respected in the community as a business leader – and this will come in handy when we activate the general electorate. In addition, that chamber president may also happen to be a big donor to our target, or participate as a member of their “kitchen cabinet.” A timely phone call to the target from the chamber president supporting federal appropriations for land-grant universities will be well received and act as trusted source validation of Cornerstone’s direct lobbying efforts in the target’s D.C. office. It will also provide them with deep reconnaissance intel so they can tweak their messaging with the target’s staff, if necessary. We will work hand-in-hand with Cornerstone to ensure that your inside and outside-the-beltway activities are entwined for maximum value.

We’re not going to tell you that we need to generate 20 grasstops letters, phone calls, and intercepts to win over each target without even knowing who the targets are. Too many in this business just check a box and think they’re affecting policy when really they’re just cashing checks. We’d rather sit down with ECOP, ESCOP and Cornerstone, consult our local operatives who know the legislators personally, and devise uniquely tailored attacks for each legislator to achieve success. Part of this success hinges on calling attention to media coverage of our goals as well as activities surrounding the 150th anniversary. ECOP’s network of local media, businesses and farmers will be especially helpful when we look to reach out to the community. We’ll work closely with local Extension and Experiment Station Directors on media activities and how to support them through social media. We will then use these platforms to educate key decision-makers and their staffs.

Earned Media and Grassroots Education

While it’s important to have our issue supported by grasstops directly with legislators, it may not be enough to push them over the top. Taking to the airwaves and strategically activating the general electorate afterwards considerably heightens awareness of an issue inside Congressional offices and turns up the heat on their need to support the demands of constituents. Earned media also plays a large part in that first rule of politics: defining yourself and your opponent. Proactive earned media activity will allow you to spread this message across the state and, hopefully, keep your adversaries reactive.

Kglobal has initiated the building blocks for earned media support and outreach. Now, it is time to scale up this earned media outreach.

Our on-the-ground teams will be instrumental in kick-starting the earned media support in our targeted states and districts. Together, we will identify the best grassroots advocates to pen opinion editorials and letters to the editor, conduct radio interviews, reporter desk-sides, and editorial board meetings. We will target an array of media outlets to ensure widespread coverage – either in bulk or in a steady drip, as agreed upon by the whole team. We'll use timely, topical issues, including the 150th anniversary, as the news hooks for this media coverage. Again, this is where the participation of ECOP is so important—we need to be able to highlight practical, real-world examples of land-grant university research at work. We need to be in close contact with local Extension and Experiment Station directors and administrators to know what successes they're experiencing and to identify the seemingly ordinary everyday applications of this research in order to personalize the issues at stake and demonstrate the direct value that this federal funding has on key constituencies. Beyond identifying interesting stories, we'll also need to translate them from regional-specific anecdotes into narratives with national relevancy. We'll use these compelling success stories to produce earned media through op-eds and letters to the editor, all strategically placed in outlets most likely to be read by key targets. Additionally, we will create a rapid response team to address any potentially negative stories.

Once the first media hit is secured, the grassroots education should begin. *Grassroots education* utilizes regular constituents to strengthen an elected official's position on an issue or play an important role in helping reverse their position. A high volume of communication lets the official know that his electorate is well aware of what is going on in their district. Grassroots contacts generally come in the form of letters, emails, and phone calls. Working with ECOP, ESCOP and Cornerstone, we will activate the grassroots portion of the campaign in a manner and time agreed upon for maximum effect.

Again, we're not going to say you need 10,000 letters and billion patch-through calls to succeed. Let's focus on the numbers when we're in the War Room together.

Digital Strategy and Social Media

We live in a digital age, where people tweet, blog, post, comment, and create volumes of information online and through social media. It is important to stay relevant and utilize our digital network and capabilities to support the overall program implementation. We have already created a thriving social media base educating and supporting the agricultural community, however the campaign must incorporate a stronger, more interactive and engaging digital strategy.

One of our first recommendations is to create a new website, different from all current ECOP and ESCOP sites, which serves as an educational resource for grassroots, grassroots and even members of Congress. This website should have one goal: To communicate the importance of Land Grant Universities and specifically the funding required to sustain and grow the experimental stations and Extension. This needs to be a simple, easy-to-understand information hub that provides basic information on land-grant

universities, spells out the differences and connectedness between Research and Extension, and provides real-world examples of their work in action. Elements of this site could include:

- A list of all the land-grant universities, with links to their agricultural school websites, research and extension sites and social media channels—we need to provide an easy way to find and learn more about these universities.
- A portal where researchers, students, and school communications professionals can exchange news and stories.
- Selected case studies and success stories that demonstrate the real-world applications of land-grant university research.
- Links to media hits, editorials and even YouTube videos (produced by us) that are in line with our messaging and are illustrative of these real-world applications.
- A password-protected area for state and local offices to exchange information with national partners and updates on progress made toward 2012 goals.
- A cache of professional development opportunities available online, to both provide added value to involved stakeholders and to demonstrate the vitality and continued relevancy of the related industries.

We'll want to maximize this website's online visibility through search engine optimization using select keywords and phrases and search engine marketing tactics such as behavioral retargeting. Search engine optimization, or SEO, helps increase visibility online by identifying and including select keywords and phrases on the websites and media materials released on behalf of this initiative. These keywords and phrases would come from either the opinion editorials penned for local media or the language used throughout the larger strategic program.

Another important way to increase online visibility is through social media. Ignoring the digital world and the impact of social media—particularly its ability to spread messages, promote issues, and engage audiences—would leave any media relations or grassroots efforts incomplete. Even those organizations that have dabbled in social media and the digital space can leave their audience with a lot to desire. In an effort to support the larger program strategy, kglobal recommends engaging in a social media strategy that would listen, learn, and engage target audiences and influential individuals who are pertinent to amplifying the ECOP AND ESCOP message through education initiatives, resource expansion, and a more lively online community.

One of the most basic, yet often overlooked, keys to social media is using channels such as Twitter, Facebook, and LinkedIn, as well as the blogosphere as opportunities to listen. Most companies are often rushed to get their message out to the entire social media world instead of taking time to first listen to the conversation already in progress. To gauge current public perception and solidify message points for this project, kglobal would set up alerts and searches to constantly monitor the conversation surrounding ECOP AND ESCOP goals. We can discuss which keywords and conversation topics are most critical going forward to make sure we've got an ear to the ground where it matters most.

This exercise ensures that our message points for all media outreach—be it social, national, local, or other—are consistent and address concerns already being expressed in the digital space and help us determine where to refine, expand, or create new opportunities. Additionally, monitoring the ebb and flow of information helps identify key individuals—be they bloggers or top twitter accounts—to pursue later down the road to promote or raise awareness for any particular issue.

By listening and monitoring social media conversation and trends, ECOP AND ESCOP will be able to refine messages in real time, giving immediate, and most times proactive, feedback to engage key audiences and influencers as different trends emerge or subside. It also allows ECOP AND ESCOP to remain timely and relevant, creating a flexible environment that promotes coverage of current affairs or breaking news important to the initiative. Going forward, we also recommend drawing a stronger link between our current Twitter efforts and the new website. If our goal is to provide easily accessible, up-to-date information, then we want interested parties to be able to access and interact with this information as easily as possible—and that’s often through Twitter. There’s value in demonstrating our ability to spark and maintain an active online dialogue about the issues at stake, so we should think about more clearly taking ownership of that conversation. With this strategy we will:

- Continue to amass targeted followers on Twitter by identifying:
 - Influential land-grant university extension educators and alumni
 - Professionals in the fields affected by ongoing land grant university research and extension education
 - Politically minded users keyed in to target representatives in Congress
 - Key decision-makers and their staffers
- Activate this network to help spread content that supports our mission
- Develop analytics to show the scope and impact of our digital and social media strategy by using such tools as Google Analytics and Klout to demonstrate our power and reach
- Generate compelling content that supports and Extension and agricultural research

Our Agriculture and Higher Education Experience

A number of our team members have extensive experience working on issues specifically related to agriculture and higher education. The following bullets summarize some of this activity:

- Developed and managed BP's Biofuel Institute partnership with University of California-Berkeley and University of Illinois.
- Represented ConAgra on a variety of issues including Farm Bills and genetically modified crops
- Represented Monsanto on genetically modified crops issues on the federal and state level.
- Developed grassroots advocates and allies supporting ethanol subsidies for several large corn producers.
- Currently representing the American Soybean Association on developing a nationwide grassroots education program.
- Served as Regent for the University of Maryland focusing on land grant and agriculture research.
- Counseled PhycoSystem and the University of Arkansas-Pine Bluff on an aquaculture project.
- Represented the University of California system as a member of the Board.
- Worked for the public universities of Kentucky – University of Kentucky, Louisville, Western Kentucky, Eastern Kentucky and Northern Kentucky – focusing specifically on funding for both agricultural research at USDA and the Fund for the Improvement of Post Secondary Education (FIPSE) in the Department of Education.
- Managed activity for the Illinois system's goals during the 2003 Farm Bill appropriation process

Separately, we are confident that a considerable number of our local organizers in your target states and districts will have significant experience in agriculture and higher education public affairs. We will seek to identify those with the strongest credentials in this field and utilize their expertise for our on-the-ground efforts.

Our Coordination with Cornerstone

Objectives are never achieved when the strategies and methods of a program are not aligned – it's impossible to win when the right hand doesn't know what the left hand is doing. As you have read throughout this proposal, we approach and execute our work as if it were a political campaign, where success only happens when every tactic employed is done so in concert with all other activity. We firmly believe in working hand-in-hand with the client, necessary departments and individuals, and outside contractors as an interconnected unit.

ECOP AND ESCOP have a well-respected, effective government relations firm in Cornerstone representing its interests in Washington. Fortunately, kglobal has had the privilege of working closely with Cornerstone on a number of projects in the past, both as a company and individually with members of their team. There is an established level of trust and mutual understanding of the value each company brings to the table: Cornerstone manages the advocacy effort in Washington, we provide the "air cover" through education in the districts and online, together maintaining constant communication to ensure that all opportunities are seized and crises addressed immediately and cohesively. We've done it together before, and there's no doubt we'll excel together again.

Budget

The total budget for the campaign is \$400,000 per year for 3 years beginning upon execution of the contract and subject to annual review coordinated with ESCOP and ECOP review procedures.

Our assumption is that the costs for the partners per year would be:

- ECOP: \$200,000
- ESCOP: \$200,000

For the consultants, the cost allocations are:

kglobal: Deliver grasstops and grassroots education and support ECOP and ESCOP traditional and digital media efforts. This yearly budget includes:

- Partner ECOP and ESCOP initiatives in order to create a united campaign that proactively works to gain support for maintaining and eventually increasing the lines in the NIFA budget.
- Identification of targets and grasstop influentials.
- Research and messaging of the positive outcomes that have come from ECOP and ESCOP—story telling.
- Increased outreach to targets, grasstops and grassroots and coordination and activities in accordance with ECOP and ESCOP networks and outreach.
- Scale up media outreach and messaging to include ECOP and ESCOP partnership.
- Refine strategy of social media outreach to hone in on stories and positive outputs of ECOP and ESCOP.
- Building and maintaining a new website to integrate data and communication including design, maintenance, hosting, content management, and the execution of a more robust social media strategy—\$334,000

Cornerstone: Coordination and communication with kglobal—\$66,000

Our Team

It's all about putting the right team on the job!

One of our most exciting challenges is to identify the right people for the right issues, the right issues for the right brands and the right brands for the right people. Fitting all three pieces of the puzzle together is where we excel. And it's where our expertise in grassroots, digital communications, traditional public relations, public affairs and brand marketing become our key tools in identifying and executing for just the right fit.

So, who is kglobal? We're not just a public affairs firm, nor are we a marketing agency or digital shop that views client work in terms of products and buyers. We're a team of connectors, insiders and puzzle-solvers that see relationships and solutions.

Project Lead:

Darren Katz

Managing Director, Grassroots



Darren brings more than 20 years of political and public affairs experience to the kglobal senior management team. As managing director, Darren oversees the communications campaigns at kglobal. In that role, he advises Fortune 500 companies, foreign governments, national trade associations and global non-profits.

Prior to joining the kglobal team, Darren was president and co-founder of the Edison Group, a leading public-affairs and issue advocacy company. In that role, Darren developed and managed hundreds of public affairs campaigns for clients such as AT&T, General Mills, Delta Airlines, The Home Depot and the Robert Wood Johnson Foundation.

Darren has extensive experience in national politics and has worked as a strategic advisor for a number of national and statewide campaigns. Darren worked as a strategic advisor to Clinton/Gore '92, Clinton/Gore '96, Gore/Leiberman '00 and Obama/Biden '08. Darren has been recognized as a thought leader in issue advocacy with multiple awards from the Public Affairs Council, the American Association of Political Consultants and the Public Relations Society of America.

Darren received his B.A. in political science from the Honors Program at the University of Florida. He also holds a J.D. from the Emory University School of Law and is currently a master's candidate in history at Harvard University.

Meet Darren at

<http://kglobal.com/darren-katz>

Jenny Nuber

Vice President, Grassroots



Jenny is vice-president of k-global's grassroots division and brings nearly a decade of experience creating powerful strategies for nonprofit clients serving a variety of audiences. She brings an ability to see to the heart of any challenge and devise meaningful solutions that make a difference. Jenny's passion surrounds cause-related advocacy, brand management, and media and communications strategy.

Prior to joining k-global, Jenny spent several years as the Director of the King Hussein Foundation International, managing the public affairs of Her Majesty Queen Noor of Jordan. Jenny began her career in the nonprofit sector and spent half a decade raising funds, support and legislative awareness for victims of gender-based violence and refugees and asylum seekers.

Jenny earned her BA in Political Science and International Relations from the State University of New York College at Geneseo and is currently a candidate for a May 2012 Masters in Political Science from the State University of New York University of Buffalo.

Meet Jenny at

<http://kglobal.com/jenny-nuber>

Thomas Frank

Managing Director, Digital Communications



Tom, our resident strategic digital architect, is head of the kglobal edge. He has worked for the past 16 years as a leader, strategist, communicator and designer in corporate brand building for advocacy efforts and political campaigns. Formerly the managing partner and creative director of Project BIG fish, Tom brings advertising, marketing and design expertise as well as a unique managerial style to interweave all creative aspects of a communications campaign. At his former agency, he identified and secured new business, processes and teams, and provided the driving force behind the creative direction for both client work and company branding.

His broad experience in graphic design, multimedia, social media marketing and web design and development has served numerous clients in both the corporate and non-profit sectors. Tom's recent recognitions include a Communicator Award for best integrated marketing campaign from the International Academy of the Visual Arts as well as a Pollie Award from the American Association of Political Consultants for best National Advocacy Website Design and Development.

Tom has a bachelor's degree from Virginia Tech and a master's certificate in integrated online strategies from the University of San Francisco.

Meet Tom at

<http://kglobal.com/thomas-frank>

Lauren Sloat

Senior Account Executive



Lauren has worked in journalism and digital media since 2005. Running the gamut from restaurant reviews and band profiles to website copy for luxury hotels worldwide, her work has appeared in such publications as D.C. Magazine, Washingtonian magazine, Performer magazine and Rolling Stone magazine. As the first D.C. editor of Citysearch – the largest local content and advertising network in the country – Lauren was responsible for creating the D.C. Citysearch presence from the ground-up. This included managing all editorial content, maintaining Twitter, Facebook and all social media efforts and planning and executing monthly events that promoted local businesses and vendors with the site's active online users. As a founding editor at Opalmine Publishing and its local site, Citystream.com, Lauren worked with one of the country's largest content-based networks of Facebook pages to provide targeted content to thousands of readers and to cultivate active online communities.

Additionally, she has worked in the editorial development department of National Geographic Television. Lauren has a B.A. in mass communications from UC Berkeley and an M.A. in creative nonfiction writing from The Johns Hopkins University.

Meet Lauren at

<http://kglobal.com/lauren-sloat>

Stephanie de Souza

Account Associate



Stephanie has worked on brand marketing and social media campaigns for national and international businesses, including Fortune 500 companies, international corporations, and non-profit organizations. She has taken on branding and crisis management projects with kglobal, and has worked on communication outreach initiatives in grassroots, earned media, and social media.

Prior to kglobal, Stephanie campaigned for the non-profit organization, American Diabetes Association. She helped developed the American Diabetes Association brand through relationship building and maintenance, social media efforts and fundraising events. Additionally, Stephanie has worked with Fortune 500 company and international leader in sporting goods, Nike, inc. As a speaker for the Nike Running division, Stephanie developed and executed a branding campaign built on consumer relations and social media outreach.

Meet Stephanie at

<http://kglobal.com/stephanie-de-souza>

Case Studies

AARP

One of the areas where kglobal has enjoyed true growth over the past several months has been through our engagement with AARP. Kglobal has secured the unique opportunity to support the development of AARP's Strategic Business Partnership program, providing AARP's 40 million 50+ members with vital information across a wide spectrum of areas that are important to their lives. Our work in this area has enabled several companies to pursue opportunities to engage AARP in an entirely new manner, allowing them to aPlayCoreess AARP's 40 million members, and providing a platform for these companies to engage AARP and their members a broader and deeper way. The partnerships that we are helping to facilitate cover a range of interests, all supporting AARP's members and the organizations involved.



For instance, one unique and important partnership that we are helping to form will provide AARP's members with vitally important information on sleep and its impact on their member's health and overall well being. The detailed advice on sleep that companies are able to provide to AARP's members will improve the lives of thousands of people.

Custodia

An Atlanta-based company known as PBIS, which provides low-cost insurance for retirement savings loans, approached kglobal looking to revamp its image, which was hindering growth. The PBIS name incorrectly positioned the company in its marketplace and did not reflect the vision and growth strategy for the business. Kglobal developed a clear understanding of the core brand equity, and built on it in a fresh, unexpected way re-launching the company as Custodia Financial. In addition, kglobal is helping Custodia raise awareness with opinion leaders and others concerning issues related to 401(k) loans. Custodia is an important kglobal client. As much as \$7 billion in asset value is lost due to forced early withdrawals from 401(k) plans, disproportionately affecting employees lower on the compensation scale.



Gardein Protein Foods

In the face of an increasing health crisis, people across America are reevaluating the way they and their families eat. Health advocates, business leaders, and politicians have been calling for change.



The timing could not have been better for Gardein, a maker of healthy meat-free foods. The national conversation gave us a unique opportunity to position Gardein as a solution – a simple, delicious way to eat less meat and start on the pathway to better health. And rather than focusing on the negative (health implications, the evils of meat) like so many have before, we threw a party – showing people that making small changes to their diet can be tasty, easy, healthy and fun. Our Gardein Party was organized like a traditional political campaign, focusing on two fronts:

Launching the Gardein Party mobile food truck, supported with digital and social media strategies, to host an aggressive, on-the-ground sampling campaign in D.C., Boston, Chicago, and Atlanta in the course of one month - July 2011.

Executing a thought-leadership initiative designed to insert Gardein into the larger cultural conversation about reducing meat consumption as a means to better health. We accomplished this by hosting a series of salon dinners (one in each market) with local influencers – media, health advocates, politicians -- and Gardein leadership.

The campaign was a great achievement – but we're just getting started on our mission to change the way Americans eat. Learn more at: <http://kglobal.com/gardein>

Ridge Global

Ridge Global, led by The Honorable Tom Ridge, provides clients with effective, innovative solutions generated by thought leaders and tacticians whose respected reputations span a variety of industry and government disciplines. Kglobal has been engaged to help broaden their communications reach online.



Working with their internal staff, we are creating a strategic online communications plan that makes sense to their position in the marketplace and their senior leadership. We see the online space as an opportunity to reach a great audience and position their leadership as a source to both potential clients and media. Our work includes rebranding efforts for the organization, a new web presence and digital communications.

Environmental Trade Mission

On Monday, November 26, 2007, the Atlanta Development Authority hosted an “Environmental Economic Development Roundtable.” This meeting was held between some of Atlanta’s economic development stakeholders and international market representatives. The intent was to provide an opportunity for participants to exchange information, facilitate collaboration, and identify potential environmental economic development opportunities in Atlanta. Expected outcomes included the development of an expanded network of contacts to strengthen relationships between targeted partner organizations and to design a vision based out of mutual goals to develop avenues of economic development for environmental businesses. These objectives gave birth to the Environmental Trade Mission in 2008.



Since 2008, we have helped more than 50 companies from outside the U.S. create business connections and opportunities in Atlanta. Our efforts have produced jobs and spurred economic development. The ETM is managed by Alex MPlayCoreray of Greener Atlanta (GA). Greener Atlanta is a for-profit organization focused on providing matchmaking and market research analyses for clean-tech businesses around the world.

Washington Adventist Hospital

In previous years, the annual Black Tie Gala for the Washington Adventist Hospital had focused on the local medical community. Averaging 400 people in attendance, the gala was considered a local suPlayCoreess. Hospital leadership and kglobal recognized the opportunity to galvanize the larger discussion around health care, and use the hospital’s location in the Beltway to carry its mission to a larger audience. Kglobal used the annual gala to extend the Hospital’s voice by identifying ways to reenergize the community, while introducing the Hospital to new and wider audiences. Kglobal developed an integrated strategy focused on driving attendance, building the Hospital’s reputation as a nimble, but innovative medical leader, and expanding its reach and influence beyond the D.C. market. By producing an event focused on building the Hospital’s brand as a national healthcare leader, the gala’s attendance nearly doubled, with more than 750 attendees. New excitement has been generated about the Hospital’s future, which is helping to promote fundraising efforts and elevate the organization’s visibility throughout the region and beyond.



The kglobal Story

Established in 2009, kglobal is a rapidly growing business consultancy that has the responsive, nimble capabilities of a new firm with the experience and expertise of an industry leader. Based in Washington, D.C. and with offices in San Francisco, Atlanta and St. Louis, we are part of the Interpoint family, which also includes the business-to-government consulting firm NSI. With this relationship, we offer an integrated suite of services that specializes in strategic communications and public affairs in addition to government relations and procurement.

We help clients increase their market share or shape public policy by connecting them with passionate advocates for their issues and brands. In short, we inspire action around the issues that affect your bottom line. Whether you're responding to a changing political climate, establishing a new brand identity, seeking greater visibility or managing a crisis, we define success from the beginning of every campaign and always produce measurable results.

Our services include:

- branding + reputation management
- strategic communications
- partnership/coalition development
- grassroots advocacy
- digital communications + social media
- creative + design services
- public relations
- opinion research
- issue advertising
- crisis management
- event + sponsorship programs





Replacing the art of persuasion with that of **engagement**.

As kglobal's digital division, the edge brings strategy and substance to every element we design. From building a highly visible online presence using the latest platforms and social media networks to custom designing well-branded marketing components, our interactive approach empowers audiences to play a key role in brand development and company initiatives.

As strategists, designers and storytellers, we craft compelling narratives that spark interactions between our clients and their audience. By facilitating engagement between people and brands, we create an emotional connection that expands reach, shapes perception and ultimately increases ROI and ROR (return on relationships). Behind every client is a story—let us help you tell it.

Our digital and creative service include:

- logo + identity design
- social media consulting
- website design + development
- search engine optimization
- mobile and facebook applications
- online reputation management
- print and online advertising
- multimedia production

Learn more and meet the team at kglobaledge.com



The power to influence anyone, **anywhere.**

We know it's not polite to brag, but in the world of grassroots, having the largest and most diverse network of grassroots organizers really makes a difference. Our team includes Democrats and Republicans, lobbyists and campaign hacks, community organizers and former reporters. What does having over 2,000 field operatives and organizers in our network mean for our clients? It means that they have access to key influentials in every congressional district, every state legislative district and the top 200 media markets.

And that's how you influence anyone, anywhere.

Stuff we do:

- **grassroots:** A swarm of advocates all on your side.
- **grasstops:** When you need the most influential few.
- **ally development:** You get by with a little help from your friends.
- **coalition building:** A whole organization geared towards your issue.
- **local earned media:** What do you think your legislator really reads?
- **employee empowerment:** Some of your best advocates are right in your building.
- **digital advocacy:** The latest technology to pair with our on the ground expertise.

Learn more at kglobalgrassroots.com