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An MGH Scope of Work Proposal for Indiana 811

Presented February 9, 2010

Overview

As a full-service marketing communications agency, MGH believes in developing integrated campaigns that are designed to achieve a client’s goals using a variety of strategies and tactics.

Compared to past years when the MGH-Indiana 811 relationship was project-based, this year both parties recognize the need to develop a proactive approach to a year-long marketing, public relations and member relations campaign, with the goal of reducing damage to underground facilities in the Hoosier State.

Below and on the following pages, please find MGH’s 2010 plan for Indiana 811, which includes two major initiatives:

- A. Member engagement
- B. Safe Digging Month

Audiences, Goals and Strategies

The below chart illustrates the distinct audiences for this year’s campaign, with goals and strategies for each.

Audience	Goals	Strategies
Indiana 811 members	Increase members’ level of participation in communicating the damage prevention messages to their key audiences: <ul style="list-style-type: none"> – Professional excavators – Homeowners/general public – Media 	Empower members to become ambassadors of the Indiana 811 message by equipping them with easy-to-use marketing and public relations tools about the service. Regularly interact with members to discuss the latest Indiana 811 news and opportunities to promote it.
Professional excavators	Increase awareness of Indiana 811. Increase call volume. Decrease the number of utility damages.	Reach professional excavators through their trusted media outlets, local events and by leveraging relationships with organizations that have frequent interaction with likely diggers.
General public	Increase awareness of Indiana 811. Increase call volume. Decrease the number of utility damages.	Reach homeowners through their trusted local media outlets, local events and by leveraging relationships with organizations that have frequent interaction with likely diggers.



Tactics

1. Member engagement (Year-long)

MGH recommends the development of a marketing initiative aimed at empowering Indiana 811 members to participate in Indiana 811 marketing, specifically through using logos, collateral pieces and media relations tools.

This approach serves as an effective and cost-efficient way to leverage internal audiences and their resources to reach more contractors and homeowners.

This member engagement campaign will comprise four components that, when combined, create the best conditions to achieve the goal identified on the previous page:

- Expand Indiana 811 marketing toolkit for members to use in their outreach to contractors and homeowners.
- Make Holey Moley Facebook page into a more prominent member relations tool.
- Design and distribute a bi-monthly member e-newsletter that encourages members to spread the Indiana 811 message and publicly thanks members who do. The newsletter will also focus on general damage prevention updates for Indiana.
- Develop an incentive/recognition program for top volunteers to encourage participation.
- Track results through www.OneCallMaps.org.

Implementation plan:

The following outlines MGH's role in the development and management of the member engagement initiative:

Part I: Toolkit updates/improvements (February/early March)

- Create full suite of Safe Digging Month tools, including:
 - Web buttons.
 - Web banners.
 - News releases.
 - Fact sheets.
 - PSAs.
 - Web videos.
- Enter everyone who downloads a document (in a month) into a contest to win gift cards, tickets, etc.

Part II: Holey Moley Facebook integration into campaign (February/early March)

- Make Holey Moley's Facebook page a member communications tool.
 - Proactively seek Indiana 811 members on Facebook and ask them to become friends with Holey Moley.
 - Make regular posts that cover the following topics:
 - New toolkit items.
 - Recent events (including photos).
 - Request for volunteers for upcoming events.
 - Examples of stakeholders at work.



Part III: Campaign preview (March)

- Host on-site meeting at Indiana 811 call center to discuss 2010 marketing campaign and opportunities for member engagement.
- Position this day as a “Indiana 811 Marketing Day,” which will include the following elements:
 - Campaign overview.
 - Preview of available marketing tools.
 - Discussion of recognition program.
 - Discussion of newsletter content and Holey Moley Facebook page.

Part IV: Program management (ongoing)

- Bi-monthly e-newsletter production/distribution:
 - Create outline of upcoming events, calls for volunteers and marketing tips (with link to online marketing toolkit).
 - Interview members that participate in Indiana 811 marketing initiatives, collect visual documentation of their work and draft articles for member recognition section.
 - Conduct interviews and draft copy for call center/executive director updates.
 - Draft additional updates about the law as needed.
 - Distribute to member email database six total times during 2010.
- Discuss member marketing activity with Indiana 811 and adjust monthly newsletter content accordingly.

Part V: Tracking/reporting (ongoing)

- Regular monitoring and tracking of all activity on OneCallMaps.org using the following metrics:
 - Emails opened.
 - Visits to new OneCallMaps.org landing page.
 - Number of event volunteers.
 - Other member marketing initiatives.
- Development of bi-monthly and final reports, and recommendations for the future.



2. Safe Digging Month (February-Early May)

CGA's National Safe Digging Month initiative serves as the perfect opportunity to get on board with a national campaign and localize it. MGH recommends executing a statewide campaign to promote the Indiana 811 message through media coverage and events in the top markets in Indiana.

The markets of importance for Indiana 811's Safe Digging Month campaign will be:

- Indianapolis
- Fort Wayne
- Terre Haute
- Evansville
- Northwest Indiana

Implementation Plan:

Part I: Governor's office partnership

- Work with IURC to develop partnership with the Governor that may include:
 - Safe Digging Month proclamation news release.
 - Public service announcements that can be made available in member toolkit.
 - Presence at Indiana 811 event.
 - Partnership that extends to other state agencies (e.g., Department of Transportation for access to highway signs).
- Distribute news release statewide and conduct follow up in cooperation with IURC/Governor's Office Media Relations.

Part II: Arbor Day events

- Develop a list of Indiana Arbor Day events and other tree-planting events for Indiana 811 to approve.
- Conduct outreach to event coordinators to determine the three events that have the most potential for local media coverage.
- Negotiate partnerships with the three most newsworthy events to include safe digging demonstrations, Indiana 811 marketing collateral, Holey Moley appearances or media relations outreach highlighting Indiana 811's event participation.
- Work with Indiana 811 to provide marketing collateral as deemed necessary by partner.
- Provide input on partner media relations information that includes Indiana 811.
- Provide partners with Indiana 811 fact sheet.
- Develop timeline of events with confirmed partners.
- Secure Holey Moley for scheduled appearances.
- Confirm damage prevention experts for confirmed events.
- Conduct media outreach and coordinate spokesperson opportunities.

Part III: Home and garden center events/media opportunities

- Develop a list of top home and garden centers in top markets for Indiana 811 to approve.
- Conduct outreach to contacts at home and garden centers to determine best locations for foot traffic and potential media outreach.
- Schedule appearances by Chuck Muller, Indiana 811 member(s) and Holey Moley at home and garden centers, preferably on Saturdays.



- Contact media to offer TV segments about spring planting season and the importance of calling 811 before digging.

Part IV: Reporting

- Provide weekly and final reports to Indiana 811 regarding media coverage and grassroots exposure.
- Work with Indiana 811 to incorporate coverage and events into OneCallMaps.org website.

Agency Fees

To simplify the billing process for clients, MGH estimates the time it will take to implement a scope of work and then divides the corresponding dollar amount by the number of months work will be executed.

As a result, the costs associated with this scope of work are \$4,500 per month, from March 1, 2010 through December 31, 2010, (10 monthly installments) for a total of \$45,000*.

Additionally, MGH estimates travel expenses of \$1,150 for two team members to attend the meeting and campaign kickoff presentation mentioned on page 3. All actual costs will be billed upon completion of travel for this meeting or other meetings**.

*This figure does not include any out-of-pocket costs, including incentives, incentive distribution, new marketing materials/collateral, research, etc. MGH does not charge clients for general office costs, such as photocopies, postage and long distance telephone calls.

**MGH will make every effort to attend all meetings without incurring the cost of an overnight stay. Based on Southwest Airlines' current schedule, meetings starting earlier than 11:30 a.m. would require an overnight stay.

Hi Chuck,

The "Cadillac" of member engagement campaigns could cost in the ballpark of \$30,000, if it were to include full integration with OneCallMaps.org, upwards of 20-30 marketing tools, a bi-monthly html newsletter component and a major "summit-like" meeting at which we get members' marketing/public affairs folks into a room.

This will make more sense when we walk through these plans. If I were to price out just the development of the toolkit materials and nothing related to member report-backs or Indiana 811 communication through meetings and a newsletter, it would be more like \$5,000-\$8,000, depending on how much artwork we need to customize/make customizable. So I guess you should go with whichever figure you think helps most!

As far as element #5 on this document goes, I would add the fact that there will be this one-day summit at which marketing/public affairs representatives from member companies will attend to learn how to integrate the Indiana 811 message into existing programs and how to launch new programs that include the Indiana 811 message. I think this is a good detail because it shows we're communicating with the communicators at the respective organizations.

Also, if you're looking for examples of tools, I'd mention specifically the CGA campaign materials, as well as the option of making it easy for member companies to tag their respective logos on all tools provided.

Thanks,



Chris McMurry
Vice President
MGH, Inc.

