

Pro Bono Program Services List

A full breakdown of our services is listed below. For additional questions about this, please email probono@quinnthomas.com.

- **Media relations**
 - Ex: Developing a media list, media advisory and pitching to reporters about your organization's upcoming event. Providing briefing memos, spokespeople coaching and securing media coverage through interviews.
- **Executive communications and media training + thought leadership**
 - Ex: Training your executives or leadership team to be media ready and identifying and securing thought leadership for individuals and the organization. These opportunities include industry trend articles, public speaking engagements and award submissions.
- **Social media + influencer marketing**
 - Ex: Developing a strategy to incorporate social media channels and influencers to work with to amplify your organization's message or promote its event.
- **Brand messaging development**
 - Ex: Identifying and developing your brand's mission, vision, values, positioning, tone/personality, and tagline of your brand.
- **Content development**
 - Ex: Creating templates, blog posts or case studies to amplify your organization's message.
- **Campaign or brand creative services and graphic design**
 - Ex: Concepting, designing templates, marketing + advertising graphics, social media, infographics, and logos for your organization.
- **Issues management communications training**
 - Developing a comprehensive crisis communications plan and training your organization's leadership team on how to handle a crisis if it occurs.
- **Multicultural communications strategy and planning**
 - Ex: Developing a comprehensive communications strategy to reach and authentically resonate with your multicultural target audiences.
- **Internal communications strategy and planning**
 - Ex: Creating a plan and materials to help employees understand a major announcement or change that is going to occur in your organization. This includes developing key messages, FAQs, talking points and templates.
- **Event communications planning and support**
 - Ex: Providing your organization with communications support before, onsite and after the event. This includes developing a timeline/schedule, announcement, marketing and communications strategy, content, day-of communications and post-event results and feedback.