



September 26, 2017

Dear Communications Professional,

After seven years of incorporation as Green Dot, etc., Inc., we have adopted a new organization identity and brand: Alteristic, Inc. This new brand provides a broader home for our growing non-profit work in prevention training, consulting, and research. It encompasses the existing work under our Green Dot curriculum name (see below), new programming not using that moniker, and diverse initiatives and consulting. To establish this new identity, which launched on September 18, we are soliciting proposals for a comprehensive communications strategy and partnership. The strategy should address four areas: marketing of Alteristic's services and programs; materials for philanthropic fundraising; media relations engagement and training; and social media strategy, calendar, and support. To guide your consideration, please visit our new website at Alteristic.org. We invite your consideration and submission of a proposal by COB on Friday, October 27.

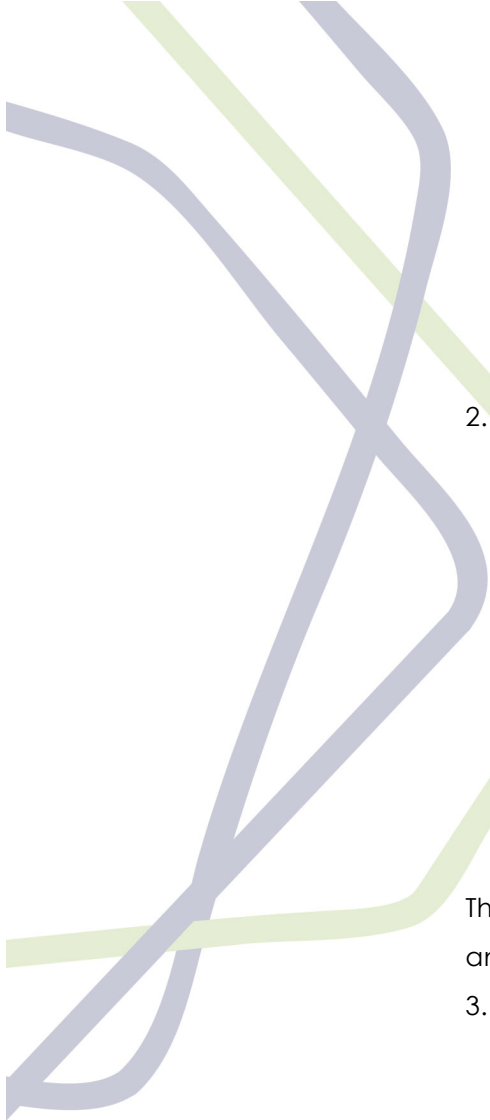
The first two components are one-time projects with set deliverables.

1. Marketing Materials – A large portion of Alteristic's work will remain the training of clients in implementation of the Green Dot violence prevention program. New areas of for-hire work including training and consulting under the broader Alteristic label. Key to increasing the number of clients and the implementation of our strategies are:



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marketing materials and an overarching marketing map (or matrix) of audiences, channels, and services we provide. Marketing materials may include, but are not limited to: marketing language; flyers; brochures; social media advertising concepts and mock-ups; website content and forms; SEM; and SEO.

2. Philanthropic Fundraising Materials – In order both to diversify revenue streams and to provide adequate resources for programmatic growth, research, and evaluation, Alteristic is nurturing a nascent fundraising program. Key to the growth of this effort are materials to engage potential donors, partners, foundations, and corporate underwriters. These materials may include, but are not limited to: PowerPoint slide decks; brochures; leave-behind packets; case documents; social media and website fundraising refinement and assets; and acknowledgement collateral.


The second two components involve both a substantial initial component and an ongoing retainer-style relationship.

3. Media Relations – As a thought leader in prevention, Alteristic is positioned to expand its role as an expert in the field with a long track record of effectiveness confirmed by independent research. Alteristic offers a unique, results-oriented, interdisciplinary approach to prevention with a fresh model of community engagement to create society change. Key components of media relations should include: increasing visibility of Alteristic work (especially accomplishments) to the public through the media; leveraging Alteristic's President as a subject-matter expert and placing her in key media opportunities; training all senior staff in basic media relations; and speaking into



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strategic programmatic planning to optimize programming for media consumption and public exposure.

4. Social Media – Along with a new website, the launch of the Alteristic brand also created new social media properties, with a particular focus on Facebook (Green Dot had maintained a Facebook group but not a Facebook page). Key components of the social media engagement should include: a strategic plan for social media; editorial calendar; asset creation; goals for conversion to clients and donors; reporting on effectiveness; and plans for launching additional social media properties beyond Facebook and nominal Twitter, LinkedIn, and Instagram accounts.

I am happy to discuss our needs further to help shape your proposal.

Proposals may be submitted by email directly to me at gossaye@alteristic.org. For larger documents, please use Dropbox or your preferred file transfer option.

Thank you for your time.

Yours,

Kalkidan Gossaye
Senior Vice President



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