

# F O R T H R I G H T

We help education organizations, school districts and child and family-focused nonprofits create thoughtful outreach strategies that deliver a clear message straight to the audiences who need to hear it. Our all-remote team is located across the United States, so we are poised to serve our clients wherever they are.

Through strategic planning, data-driven messaging and targeted communications, we will take your long-term goal and make it a reality. Our services include:

## CAMPAIGNS

Change doesn't happen by chance. We'll help you blast through the noise, overcome the opposition and secure the future you want for the community you care about. Advocacy campaigns, strategic plan rollouts, legislation, bond initiatives — you name it — we can make it happen.

## BRANDING & MATERIALS CREATION

Need to get noticed in a crowded playing field? Great branding is more than graphic design and social media. It's your ticket to earn all the eyeballs you want — without ever having to raise your voice. Let's uncover your brand and update those outdated marketing materials.

## STRATEGIC COMMUNICATION PLANNING

Need your news or fresh idea megaphoned straight into the open ears of exactly who needs to hear it? Together, we'll make sure your target audience not only knows who you are — but feels inspired to help you spread the word.

## TRAINING

Our team has presented hundreds of trainings for audiences ranging in size from two to 100. When you're looking to build the skills of your team or clients, we have the curriculum that can help.

## BRAND MESSAGING STRATEGY

Is your messaging muddy? Are you constantly trying to figure out how to describe what you do? Let's get your entire team telling the same (inspired) story. Have a suite of messaging at your fingertips to use immediately, on any platform, to get your point across to the right audience.

## CAPACITY BUILDING & TECHNICAL ASSISTANCE

Do your members or grantees need communication support? Let's talk. We are happy to hop in the trenches to work alongside your teams by gently assessing the situation and putting them on the track to success.

## DIGITAL & SOCIAL MEDIA MARKETING

Do you find social media exhausting? Or maybe you enjoy it, but have tons of questions to make sure you're on the right track? Need someone skilled to take the reins for a campaign? We know social — and we're here to help you spread your message with ease.

## RESEARCH

The secret behind winning campaigns? Research. Data. Knowing your stuff. Together we can discover what makes your target audience tick, gather helpful feedback from clients and even interview families about challenging topics. Let's build a data-driven foundation to get you wherever you're going, faster.

## HERE'S WHAT OUR CLIENTS SAY ABOUT US:

“Personable and collaborative.”

“Great communicators, task-oriented and fun to work with!”

“Forward thinking, transparent, prepared, and deep experience in the education field.”

“Excels at both the art and science of communications.”

“Very knowledgeable, super organized, good at wrangling cats.”

Ready to get started? Head to [www.forthrightadvising.com/contact](http://www.forthrightadvising.com/contact)



SMART COMMUNICATION STRATEGIES FOR ORGANIZATIONS THAT LOVE KIDS