



Proposed Scope of Services:

Three-Year Communications Plan for the McKnight Brain Research Foundation

April 3, 2023

Proposal

Three-Year Communications Plan for the McKnight Brain Research Foundation

Strategic Communications & Planning, Inc. (SCP) is pleased to present this three-year communications plan to help the McKnight Brain Research Foundation (MBRF) to establish itself as a go-to resource on brain health and cognitive aging. As noted in your RFP, this plan should:

- Increase public awareness about the importance of brain health;
- Drive traffic to the MBRF website and social media and increase search engine rankings for relevant key words;
- Provide educational resources for the public on the steps they can take to maintain brain health as they age; and
- Empower primary care providers (PCPs) to proactively communicate with patients and educate them about brain health using evidence-based practice.

We lay out the specifics of this communications plan in more detail on pages 3-11. We recognize that this effort is neither a small- nor short-term endeavor. The process, plan activities, and budgets described below will take advantage of MBRF's unique non-commercial, nonpartisan standing, while leveraging the assets and materials of other major players in the brain health space. When complete, this effort will transform MBRF's public standing in this area and raise critically needed awareness about how each of us can take action to improve our brain health and cognitive aging.

About SCP

With a strong track record of elevating our clients' influence and impact, a nimble staff of deeply experienced professionals, and a sense of social responsibility that informs all our efforts, SCP can offer MBRF a partnership of unusual consonance and fit. The goals of MBRF its research, education and communication priorities align closely with what SCP both cares about and excels at doing.

SCP brings more than 30 years of work in mission-driven communications with a dual focus on health and social change, as well as a network of media, nonprofit, government, and academic connections. Since its founding in 1987, SCP has partnered with not-for-profit organizations, foundations, associations, and government agencies to develop and implement communications plans, campaigns, and associated activities that amplify these group's messages, engage their key stakeholders, and help them effect change. In all our work, we are committed to collaborating with clients whose stakeholders include vulnerable and underserved communities, people with complex and serious health care needs, older adults, low-income populations, children, and youth.

Specifically, SCP's core capacities include messaging and branding; thought leadership positioning (including the writing and promotion of op-eds, blogs, and presentations); campaign development and implementation; traditional media outreach; social media planning, execution, and analysis; public opinion polls and surveys; writing and graphic design of promotional materials, monographs and meetings proceedings; web site design; video development, and the creation and facilitation of trainings, conferences, and special events.

SCP has done a great deal of work in health care delivery and biomedical research, and we have partnered closely with researchers and academic- and research-focused organizations. Notably, we have recently partnered with AARP to develop and (soon-to-launch) Brain Health Action, a new collaborative focused on improving brain healthy behaviors and reducing stigma associated with dementia. In 2021, we worked with the Dementia Nomenclature Initiative, a project developed from the work of the National Alzheimer's Plan Act, running a set of focus groups with diverse communities of caregivers and people living with dementia. SCP President John Beilenson is also a member of the executive committee of the BOLD Initiative's Public Health Center of Excellence for Dementia Caregiving at the University of Minnesota and a member of the National Advisory Council for the National Center to Reframe Aging at the Gerontological Society on Aging.

More broadly, during the last three decades, we have collaborated with several national clients in the aging and health fields including the American Federation for Aging Research, Grantmakers In Aging, the Gerontological Society of America, the American Geriatrics Society, The John A. Hartford Foundation, Archstone Foundation, RRF Foundation for Aging, and the National Council on Aging. We have also worked with researchers at Indiana University, Mount Sinai Medical Center, University of California, San Diego, University of California, San Francisco, University of Colorado, and University of Pennsylvania, among others—each in the service of supporting the dissemination of evidence-based service models designed to improve the care of older adults.

In addition to the proposed scope of services that follows, you can find a description of our firm in Appendix A, some examples of relevant experience in Appendix B, and more complete review of SCP at www.aboutscp.com.

A Three-Year MBRF Communications Plan

SCP is pleased to propose the following planning process, activities, and associated budgets in response to MBRF's RFP. This work will form a dynamic, multi-faceted, and multi-year communications plan that increases awareness of brain health and cognitive aging and encourages many more people to take up behaviors that improve their health and well-being and decrease their chances of developing dementia.

Situation/Context

All campaigns must make sense of the environment into which they are communicating. Today, several issues are part of this context, creating a sense of urgency, and in some cases support, for the MBRF's interests. Notably:

- ***Fear and lack of knowledge***: Broadly held negative and fatalistic public perceptions of Alzheimer's disease and dementia ("It's a death sentence.") too often override helpful, proactive messages about how, according to a seminal *Lancet* study, healthy behaviors can reduce the population risk of dementia by 40%.
- ***Stereotypes and stigma***: Rampant ageism contributes to people assuming that cognitive disease is an inevitable part of getting older, not something that we can do something about.
- ***A dynamic research and communications environment***: Science around dementia continues to develop, and as last year's public debate around Aduhelm suggests, a welter of often conflicting messages about dementia and brain health have flooded the environment. Further, the terms that professionals and others use are also changing. At present, they are imprecise and inconsistently deployed.
- ***Momentum***: A recent National Alzheimer's Plan Act priority focused on prevention, along with complementary efforts from the CDC, ACL, AARP, and UsAgainstAlzheimer's are raising awareness of the importance of brain health and dementia risk reduction. This wave of interest, bolstered by public and private interests, will likely grow.
- ***A diversity of perspectives***: Research from the Alzheimer's Association and others, as well as our own focus group research with the Dementia Nomenclature Initiative, underscore that people from different racial and ethnic backgrounds view dementia differently and will require customized messaging and approaches that respond to these diverse views. This is particularly important as African Americans and Latinos are disproportionately affected by Alzheimer's and other adult cognitive diseases.

Audiences

In the RFP, MBRF sets out several primary and secondary audiences. While our work with MBRF should be meaningful to all these audiences, we propose to focus on two groups in particular:

- ***Health-conscious people 40+***
We see this as the core audience for the communication plan and activities described below. These folks are really in the sweet spot for messaging around

brain health and cognitive aging, as they are old enough to understand the longer-term implications of healthy behaviors. In particular, we would focus on people 40-60 years of age, as they are both thinking about their health and well-being and concerned about the health and well-being of their parents and older relatives. In addition, older people 65+ are already well served by AARP, Alzheimer's Association, and others. This middle-aged cohort has likely had some direct or indirect experience of older people in their family or social circle who have had dementia or cared for people living with dementia (PLWD). That said, [research from AARP](#) has found that this middle-aged group holds more negative views about cognitive impairment than people over 65.

While this group may share generational experiences, this is of course a diverse group. Communications activities will need to balance the desire to speak broadly to this demographic, while at the same time develop messaging and activities that are customized to meet the needs of different racial, ethnic, socio-economic, and cultural groups.

Secondarily, we propose MBRF communications should also engage:

- **Primary Care Providers**

On the front lines as PLWD and families come to terms with dementia symptoms, diagnosis, and care, these professionals, again [according to AARP research](#), have more negative views than the general public about cognitive decline and dementia. Primary care providers are trusted messengers; and importantly in this context, they are the focus of the MBRF education initiative. SCP learned a great deal about the challenges and opportunities in communicating with this time-pressed audience in our work helping to frame ideas for the education initiative.

We believe that many of the assets and approaches developed for the primary 40+ audience can be adapted or even used directly by PCPs when talking to their patients. These materials can also be instrumental in MBRF's Education Initiative, providing content to be used by community health workers or evidence-based health promotion programs, and/or in tested dementia care models looking to expand their offerings toward prevention.

Discovery

We will begin our planning with a full review of MBRF's communications, any MBRF-connected assets that will be central to the communications plan, the key players in the advocacy and information environment around brain health and cognitive aging (some of whom we spoke with during our work to develop a Landscape Analysis for MBRF), and the broader communications landscape around dementia. This discovery process should generate important insights that will inform the proposed plan.

- **Kick off meeting with the MBRF leadership and staff**

To get started, we will hold a two-hour (likely virtual) meeting with a project team gathered by MBRF, likely including MBRF leadership, communications staff, and its Communications Committee. This will help all of us to get clarity and consensus on the goals and deliverables for this effort, identify key players and/or partners who will help in the development of the work, discover any areas that require additional examination, and suggest key informant or soundings interview targets for our discovery. This meeting will also reinforce the collaborative nature of our engagement with MBRF and point to the various times during the planning process where MBRF leadership and staff will inform how the work moves ahead. If indicated, we will set up regular meetings to keep a smaller group informed of our progress and to address any issues or opportunities that arise.

- ***Review of existing MBRF materials, key organizations in the space, relevant market research (as available), media coverage, and social media activity related to brain health and cognitive aging***

SCP has already done a great deal of research focused on the brain health/cognitive aging landscape for MBRF. We will build on this analysis by taking a deeper dive into the consumer facing aspects of the field. This research will enable SCP to gain additional background and inform our larger sense of the environment and identify opportunities and challenges the communications plan must address. Ultimately, it will also help to identify key themes that may be used in the messages and content development that will be central to this communications initiative.

- ***Qualitative “soundings” interviews***

Complementing the research above, SCP will conduct approximately 20-25 half-hour to one-hour telephone “soundings” interviews with key members of the MBRF team and experts in the field with knowledge about consumer, and where relevant, PCP, views about brain health and cognitive aging. This will help us further understand the contours and content of the larger communications environment, invite input on different approaches and activities, and, where possible, build initial awareness about and support for the Communications Initiative that would kick off in late 2023/early 2024.

To do this interview work, we will create a basic protocol that will be adapted according to the individuals that we interview. Unlike traditional qualitative research that hews closely to a rigid script, however, soundings interviews are more flexible. They are designed to generate wide-ranging conversations, identify a broader range of ideas and directions, and then test this provocative thinking in subsequent interviews and research.

- ***Focus group research***

Given the size of the communications investment that MBRF is planning, we propose testing the plan/campaign’s messaging (which will be based initially on the messaging that MBRF developed in 2019) with consumers from a

variety of backgrounds and locales. This research will seek not only to understand more precisely how 40–65-year-olds view brain health, but to get formative insights about messages and language that works for this audience and that will be directly integrated into the initiative’s activities. We suggest six groups, including two in three cities, and at least two that explore the views of people from African American and Hispanic communities that currently have higher-than-average rates of dementia.

- ***Findings presentation and initial thinking on key strategies and tactics of the communications plan***

With our discovery complete, SCP will prepare a findings presentation for MBRF leadership, communications staff, Communications Committee, and relevant others. This will review our learnings from the research and set out our thoughts on key aspects of the communications plan and Communications Initiative. Importantly, this presentation and the discussion that follows will describe the outlines of different plan options or levels, noting varying strategies and tactics, and requiring different levels of MBRF investment. (We have prepared three budget tiers under separate cover.)

Communications Plan

Based on the findings presentation and our continued learnings and discussion, SCP will generate a communications plan to take the project forward from 2023–2026. This will include:

- An environmental analysis that outlines the opportunities and challenges facing MBRF in developing a communications initiative of any size around this issue;
- A review of MBRF and its partners’ current capacity and a realistic assessment of what other networks, organizations, people, resources, and skills may be needed to ensure the initiative is successful;
- A proposed set of goals and measurable objectives;
- A description of the target audiences/stakeholders that would need to be engaged;
- Messaging based on our initial research and focus groups
- A detailed set of first-year tactics based on the level of investment supported by the MBRF, as well as proposed strategies and tactics for years 2 and 3; and
- An evaluation plan to assess the initiative’s activities, set out success measures and expected reach, and provide learnings to inform the work as it moves ahead.

Core Elements of an MBRF Communications Plan

Based on the communications plan approved, SCP would present another scope that would more specifically lay out our role, and the role of other partners, in the launch

and first year of the Communications Initiative's work. Although the actual effort is TBD and dependent on our discovery and findings, we expect many of the key elements will include the following activities. As requested, we have created low-, medium- and high-level estimates of the annual budgets for these activities under separate cover.

Launch event/activities

We would develop a public announcement for the MBRF Communications Initiative, which would provide an energetic start for the work and create initial momentum. This would include:

- A consumer-facing web site (see below), organized around MBRF's messaging.
- A launch webinar or in-person event on a topic of current relevance related to brain health, hosted by MBRF.
- Press release and associated media outreach to important consumer and PCP-relevant health media and podcasts.
- Initial social media promotion, including an initiative hashtag and a series of social media posts to be used in MBRF Twitter, Facebook, and LinkedIn channels.
- Placement of an op-ed or blog in a national publication from an MBRF leader about cognitive aging and the need to change how we think about brain health.
- Short video vignettes from MBRF and other thought leaders and influencers talking about what people can do to improve their own brain health and cognitive aging.
- Collaboration with and promotion through MBRF Institutes and other MBRF partners, as indicated.

Possible Consumer Tactics

- **New consumer-facing web site**

The existing MBRF web site is attractive and fully functional, but focuses on research, clinical, and lay audiences. We propose launching a new site with an original URL, "brought to you by McKnight Brain Research Foundation," and using MBRF branding. This will be positioned **exclusively** as a non-commercial, one-stop, consumer-facing site for all things cognitive aging and brain health.

While linked closely to MBRF, this new web presence will be designed for maximum consumer engagement, multi-media content, and social media integration. It will focus on providing a whole range of tools and tips for people looking to improve their brain health and tell original stories about people and health and wellness activities that inspire action. Written in a lively and consumer-friendly style, the site and its content will also be available in Spanish.

The site will feature original multi-media content described below, but it will also serve as a portal to other important sources of brain health information notably:

- “Best of” content from health and wellness information web sites (e.g., Everyday Health, WebMD, Well+Good, Healthline, MayoClinic.org, and others);
- Reviews of the latest podcasts on health and wellness related to brain health, featuring experts on a diverse set of related topics; and
- Recommendations for the best, most credible health and wellness apps that can facilitate behavior change related to brain health.

- **Core materials development**

Based on our discovery and initiative messaging, we will update MBRF’s collateral materials (and where indicated create new assets) that explain the “whys and whats” about brain health and serve as resources for primary care practices and community-based organizations to distribute to their patients/people.

- **Social media engagement and other digital promotion**

This will likely take a variety of forms. First, we will work to enrich MBRF’s current Facebook, Twitter, and LinkedIn accounts, posting engaging original multi-media content (see below). On these platforms, we will also work to create strong reciprocal relationships with important brain health content creators in the space, notably AARP, UsAgainstAlzheimers, Alzheimer’s Association, Center for Brain Health, National Institute on Aging, the Centers for Disease Control, and others.

Given MBRF’s intention of establishing itself as a go-to resource, digital advertising will be needed to boost this content and drive traffic to the new consumer web site. Based on MBRF’s experience to date, findings from our messaging research, and content and keyword analysis, we will test a range of approaches on different platforms, optimize them over 3-6 months, and then invest more robustly to drive sustained and growing engagement. This will include SEO, paid search (Google Ads), and social media advertising. We will also investigate advertising on relevant health podcasts and apps. As you will see in our budget estimates, this is a significant line item, particularly in years 2 and 3, given MBRF’s goals for this initiative.

In similar fashion we will experiment with a handful of social media influencer partnerships in the health and wellness space, particularly focused on the 40+ demographic. Again, based on the impact of these partnerships, we will then increase our investment over time to continue to build the audience for the consumer facing site.

- **Multi-media content creation**

Notably, we will develop short videos in a variety of formats focused on:

- Engaging motion graphics describing the basics of brain health
- Practical tips or “wellness/brain hacks” for applying each of the key drivers of or “pillars” of brain health

- Story-based features of individuals and programs that are embodying the pillars of brain health in interesting or surprising ways (e.g., through the arts)

- **Interactive social media contest**

In year two of the Initiative, we propose running a highly engaging digital activity that may take one of two forms.

- The first option would be a “This Is My Brain On” contest on social media (likely Facebook or Instagram), which would challenge people to submit photos or videos, accompanied by short text describing an activity (e.g., power walk with a friend, dance, music, meditation, community gathering, et al) that represent how they are building their brain health. We would have 3-5 judges from the brain health and wellness space pick winners, perhaps in a few categories, and then have a “People’s Choice” category, that would allow folks to vote for their favorites. Winners would receive modest honoraria, and we would use the entries as part of our broader social media efforts.
- A second option would be a photo-voice project, in which we would work with 3-5 community agencies to identify 5-8 people to work with us and join a 4-week, Zoom-based program, where people would respond to a weekly prompt related to their brain health. For example:
 - What are your favorite activities to improve your mood?”
 - “What do you do to manage your stress?”
 - What are you doing to help you feel connected to friends, family, and community?”

They would then use their phones to take photos that reflect answers to these or similar prompts and write a paragraph that explains the photo and its meaning. The following week participants would share these with the group. With appropriate permissions, we will gather the photos and text and display them on the new web site and promote them through social media.

- **Sustained media outreach**

Focused on the objectives outlined in the communication plan, we will develop a coordinated outreach campaign to ensure that on-message brain health stories are regularly covered in consumer health trades and in the general media. We will focus on men’s and women’s lifestyle and health magazines and their related digital properties. We will also feature these and related stories on the new consumer site.

- **Thought leadership development**

In addition to these social media and media efforts, a range of thought leadership opportunities are possible. Our research will yield insights into how to best focus and organize this effort, but SCP will partner with MBRF to craft and distribute a regular stream of short essays, op-eds, and blogs to be placed in health-related

print and digital media. We will also seek placements for MBRF experts on health and brain health podcasts. This work should also be opportunistic, reacting to relevant news of the day, developing letters to the editor, comments, and other responses to issues related to cognitive aging.

- **Participation in national partnerships and collaboratives**

One of the general findings from the Landscape Analysis SCP conducted for MBRF's Education Initiative was that there are already several high-profile organizations active in the brain health and dementia space. MBRF should explore and develop mutually beneficial partnerships with these groups and join national collaboratives (e.g., the new Brain Health Action at AARP and the Brain Health Partnership at UsAgainstAlzheimer's) where possible.

- **Partnership with the Hollywood, Health & Society Program to influence popular culture related to brain health**

[Hollywood, Health & Society \(HH&S\)](#) is a program of the University of Southern California Annenberg Norman Lear Center that provides the entertainment industry (notably TV and movies) with accurate and up-to-date information for storylines on health, safety and security. MBRF would collaborate with HH&S to develop and distribute materials so that screenwriters (think *Gray's Anatomy* or similar) can write about brain health and dementia issues with greater accuracy, credibility, and nuance. Depending on MBRF's investment, this would also include briefings and panel sessions for showrunners and other TV and film creatives on brain health. This activity is included as part of the top tier budget, provided under separate cover.

Proposed PCP Engagement Tactics

Complementing the focus on 40+ consumers, we will conduct activities seeking to engage primary care providers and amplify the work of the developing MBRF Education Initiative. Activities towards these ends may include:

- **Patient tools and content**

Depending on findings from our research, these assets can be included on the current MBRF site or in a special section on the new consumer site. These will include updated versions of materials currently on McKnightBrain.org, as well as guidance about how to incorporate brain health more consistently into a primary care practice.

- **Media outreach to health care trades**

Here, we would seek regular coverage about issues related to cognitive aging in health trades like Medscape, MedPage, STAT, and others, as well as in primary care-focused publications connected to relevant professional societies.

- **Thought leadership**

This would complement the thought leadership efforts focused on consumer media and would include op-ed and blog placements, and podcast opportunities, particularly focused on primary care clinicians and clinics.

- **Partnership/engagement with primary care professional societies, urgent care chains, pharmacy clinics, and primary care physician groups**

Specific ideas and the outlines of this work will be developed following the discovery phase of the planning process.

- **Specific tactics and materials in support of the MBRF Education Initiative**

Depending on how the Initiative develops, these may include:

- Materials that community health workers can use in explaining brain health.
- Content to incorporate brain health into existing evidence-based wellness programs.
- Materials for existing primary care dementia programs that focus on brain health and prevention.

Project Staff

John Beilenson, President, will oversee and participate in much of the work described above. He will be supported by **Elliott Walker, Director; Chris Gherst, Director; Mindy Jones, Senior Communications Associate, Carly Warner, Design Associate; and Valerie Ward, Communications Associate.**

For full staff bios, please see our web site at: <https://aboutscp.com/about/our-team/>

SCP will also partner with several groups to conduct the Communications Initiative:

- To run and analyze the focus groups described, we will work with **DeLevie Group Research** in New York, which partnered with SCP to run focus groups on brain health for AARP.
- We will partner with long-time SCP collaborator, Lindsay Michael of Pointer Advertising in Raleigh, NC, to build the new consumer web site.
- On the SEO, paid search (Google Ads), and social media advertising, we will work with a digital partner like **1Digital**, a leading Philadelphia agency specializing in digital advertising and SEO.
- To develop videos for the project, we will partner with **PwPvideo**, a Philadelphia B Corporation, with a wide range of experience developing high quality videos for mission-driven organizations.

Timeline

We expect to start our discovery and planning work in July 2023 and launch the new consumer site and the initiative in late 2023/early 2024. Activities agreed upon through the communications planning process would then run from then until July 2026. As part of the communications plan created, we will develop a detailed timeline of activities and deliverables for each year.

Fees and Expenses

Estimate for our fees and associated costs for the three budget levels are described below. Day rates for each team member are as follows:

- John Beilenson \$1,400/day
- Elliott Walker \$1,120/day
- Chris Gherst \$1,120/day
- Mindy Jones \$ 880/day
- Valerie Ward \$ 660/day
- Carly Warner \$ 660/day

As requested in the RFP, we have estimated line-item costs for three levels of investment, ranging from \$1 million to \$2 million over three years. Please see our Excel spreadsheet, provided under separate cover.

Please note that this estimate does not include expenses, including air, train, or car travel; lodging; express mail; phone and webinar charges; press release costs; photocopying; and other costs associated with the normal conduct of this work.

Anticipated Outcomes

We describe a variety of anticipated outcomes in the Excel spreadsheet provided under separate cover for each of the three funding tiers. We have attempted to add some numbers and specificity for these outcomes but would really characterize these as rough estimates based on SCP and our partner's experience. When there is greater clarity about the budgets and actual activities that will be included in an MBRF Communications Initiative, we will be pleased to present more precise numbers.

Billing

For most clients, SCP prepares monthly invoices detailing its efforts against the deliverables described above. Total billing would be dependent on the level of communications investment MBRF chooses. Terms are net 30.

Thank You

We appreciate the opportunity to present this proposal. We would be honored to partner with MBRF to promote its vitally important work around brain health. While this scope outlines our work and capabilities to take on the entire project, SCP would also consider partnering with other firms to create the most effective team possible and generate the most powerful impact for MBRF's investment.

Appendix A

About Strategic Communications & Planning

Strategic Communications and Planning (SCP) is a socially responsible communications consulting firm in Philadelphia, PA. We specialize in collaborating with our clients to develop and implement strategies that use communications as a vehicle to transform nonprofit and public institutions, drive changes in professional practice, affect social policy, and influence public attitudes.

Since 1987, we have provided strategic planning, branding, messaging, training, Web development, media outreach, and editorial services to a wide variety of nonprofit organizations, associations, government agencies, foundations, and community initiatives.

Today, SCP has two areas of specialty, at both ends of the age spectrum. We work with programs that inspire, educate, and prepare our nation's young people for the challenges of the 21st century. Our clients include or have included: The Annie E. Casey Foundation; City Year; the Philadelphia Department of Human Services; the Department of Social Services, Alameda County; KidZone Philadelphia; and Multiplying Connections.

At the same time, we are helping prepare the country for the transformative effects of our rapidly aging population, working with many national and local clients on health care and geriatrics, aging research, and societal issues. These clients include or have included: AARP and the AARP Foundation, the American Federation for Aging Research, the American Geriatrics Society, Archstone Foundation, The John A. Hartford Foundation, the National Council on Aging, RRF Foundation for Aging, Archstone Foundation, Grantmakers In Aging, the Gerontological Society on Aging, the Eldercare Workforce Alliance, the AdvantAge Initiative, and McKnight Brain Research Foundation, among others.

For a complete description of our firm, clients, and work, please see:

www.aboutscp.com.

Appendix B

Relevant Experience

The following represents a few examples of work we have undertaken with nonprofit and foundation clients:

- **Prepare for Your Care**

For most of the last decade, SCP has partnered with Rebecca Sudore, MD, from the University of California, San Francisco, on [PREPARE](#), a suite of digital programs that empower people and their family, friends, and caregivers to obtain and understand medical information and to make informed medical decisions.

At the start of the pandemic, SCP and PREPARE launched a short-term “Go Bag” campaign to help older people prepare for COVID and possible hospitalization. We engaged multiple partners with a social media sharing kit, did extensive press outreach, pulled together short videos, created tip sheets, and developed a week’s worth of social media content for PREPARE’s social channels. The campaign received coverage in *The New York Times*, *Washington Post*, *Philadelphia Inquirer*, and *Kaiser Health News*, among others. All these efforts led to an almost tripling of average monthly traffic (to 128,000 page views) to PREPARE in the campaign’s first month and to a doubling of average monthly traffic (to 88,000 page views) during the next four months.

- **“Friendly Places, Friendly Faces” for Grantmakers In Aging**

Since 2011, SCP has worked annually with [Grantmakers In Aging](#), the nation’s only philanthropic affinity group devoted to improving the experience of aging.

As part of Community Agenda, a multi-year GIA project focused on age-friendly communities, SCP ran an interactive digital photo contest, “Friendly Places, Friendly Faces.” In just three months, this contest received more than 500 entries from 29 different countries and generated more than 7,200 campaign site users and 11,800 campaign site page views. The campaign yielded nearly 150,000 impressions on Twitter and just over 155,000 impressions on Facebook. With relatively little good quality stock photography of older people available, the winning photos have been used on GIA’s and its members’ web sites and in a variety of digital media.

- **Reframing Aging Initiative for the Gerontological Society of America**

Just over a decade ago, the leaders of eight aging organizations came together to develop an approach to addressing entrenched aging. Following several years of planning and research, the Gerontological Society of America (GSA), on behalf of these organizations, launched the Reframing Aging Initiative, and last year, the [National Center to Reframe Aging](#).

In 2022, SCP was engaged to improve the social media presence, particularly the Twitter feed, of this ambitious national effort. In six months, with a modest budget and no advertising dollars, SCP developed 125 original, organic posts, distributed several digital sharing kits around Initiative events, and retweeted interesting content from large and influential followers. This work doubled the Initiative's Twitter engagement rate from 2 to 4%, doubled the number of followers to 2,068, quadrupled average monthly impressions to nearly 7,500, and almost tripled monthly Twitter profile visits to approximately 3,400.

Budget and Expected Outcomes for McKnight Brain Research Foundation Communications Plan and Initiative

Budget A (lower range)

Activity	Year 1		Year 2		Year 3	
<i>Discovery (including six focus groups)</i>	\$	85,000.00				
<i>Launch event (not including web site)</i>	\$	30,000.00				
<i>Consumer Engagement</i>						
Consumer facing web site	\$	50,000.00	\$	10,000.00	\$	10,000.00
Core materials development	\$	10,000.00	\$	10,000.00	\$	10,000.00
Social media development	\$	25,000.00	\$	25,000.00	\$	25,000.00
Digital advertising & SEO	\$	35,000.00	\$	40,000.00	\$	50,000.00
Influencer partnerships	\$	10,000.00	\$	20,000.00	\$	25,000.00
Multi-media content development	\$	30,000.00	\$	30,000.00	\$	30,000.00
Interactive contest/photovoice project			\$	50,000.00		
Media outreach	\$	20,000.00	\$	15,000.00	\$	15,000.00
Thought leadership development	\$	10,000.00	\$	15,000.00	\$	20,000.00
Participation in national partnerships	\$	15,000.00	\$	20,000.00	\$	25,000.00
Spanish translation	\$	25,000.00	\$	35,000.00	\$	50,000.00
<i>PCP Engagement</i>						
Patient tools and content	\$	5,000.00	\$	5,000.00	\$	5,000.00
Media outreach to health care trades	\$	10,000.00	\$	10,000.00	\$	10,000.00
Thought leadership development	\$	10,000.00	\$	10,000.00	\$	10,000.00
Partnerships with professional societies	\$	5,000.00	\$	15,000.00	\$	15,000.00
Tactics/support for MBRF Education Init.	\$	25,000.00	\$	25,000.00	\$	25,000.00
Totals	\$	400,000.00	\$	335,000.00	\$	325,000.00
					\$	1,060,000.00

Anticipated Outcomes

- Development of useful insights and strong messages for the initiative
- Robust launch event with strong social media engagement and media coverage
- Launch of new consumer-facing web site
 - Estimated web traffic in Year 1: 25,000 users
 - Estimated web traffic in Year 3: 50,000 users
- Social media development and digital advertising
 - Estimated growth in followers year over year: 10-15%
 - Estimated growth in engagement year over year: 15-20%
- # of high quality multi-media pieces developed for MBRF: 10 to 12
- # of news stories featuring MBRF/MBRF leaders/MBRF content: 12 to 15
- MBRF recognized as key source of consumer- and physician-facing brain health information
- MBRF included as key player in national conversations about brain health and dementia care

Budget and Expected Outcomes for McKnight Brain Research Foundation Communications Plan and Initiative

Budget A (lower range)

Activity	Year 1	Year 2	Year 3	
<i>Discovery (including six focus groups)</i>	\$ 85,000.00			
<i>Launch event (not including web site)</i>	\$ 30,000.00			
<i>Consumer Engagement</i>				
Consumer facing web site	\$ 50,000.00	\$ 25,000.00	\$ 25,000.00	
Core materials development	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	
Social media development	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	
Digital advertising & SEO	\$ 50,000.00	\$ 100,000.00	\$ 100,000.00	
Influencer partnerships	\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	
Multi-media content development	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	
Interactive contest/photovoice project		\$ 50,000.00		
Media outreach	\$ 20,000.00	\$ 25,000.00	\$ 25,000.00	
Thought leadership development	\$ 15,000.00	\$ 25,000.00	\$ 25,000.00	
Participation in national partnerships	\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	
Spanish translation	\$25,000	\$ 35,000.00	\$ 50,000.00	
<i>PCP Engagement</i>				
Patient tools and content	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	
Media outreach to health care trades	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Thought leadership development	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Partnerships with professional societies	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	
Tactics/support for MBRF Education Init.	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	
Totals	\$ 505,000.00	\$ 530,000.00	\$ 495,000.00	\$ 1,530,000.00

Anticipated Outcomes

Development of useful insights and strong messages for the initiative

Robust launch event with strong social media engagement and media coverage

Launch of new consumer-facing web site

Estimated web traffic in Year 1: 30,000 users

Estimated web traffic in Year 3: 75,000 users

Social media development and advertising

Estimated growth in followers year over year: 20-25%

Estimated growth in engagement year over year: 20-25%

of high quality multi-media pieces developed for MBRF: 15 to 18

of news stories featuring MBRF/MBRF leaders/MBRF content: 15 to 18

MBRF recognized as key source of consumer- and physician-facing brain health information

MBRF included as key player in national conversations about brain health and dementia care

Budget and Expected Outcomes for McKnight Brain Research Foundation Communications Plan and Initiative

Budget A (lower range)

Activity	Year 1	Year 2	Year 3	
Discovery (including six focus groups)	\$ 85,000.00			
Launch event (not including web site)	\$ 30,000.00			
Consumer Engagement				
Consumer facing web site	\$ 75,000.00	\$ 25,000.00	\$ 25,000.00	
Core materials development	\$ 20,000.00	\$ 10,000.00	\$ 10,000.00	
Social media development	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	
Digital advertising & SEO	\$ 70,000.00	\$ 100,000.00	\$ 150,000.00	
Influencer partnerships	\$ 30,000.00	\$ 30,000.00	\$ 50,000.00	
Multi-media content development	\$ 50,000.00	\$ 75,000.00	\$ 100,000.00	
Interactive contest/photo voice project		\$ 50,000.00		
Media outreach	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	
Thought leadership development	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	
Participation in national partnerships	\$ 25,000.00	\$ 50,000.00	\$ 75,000.00	
Partnership with HH&S at USC			\$ 100,000.00	
Spanish translation	\$ 25,000.00	\$ 35,000.00	\$ 50,000.00	
PCP Engagement				
Patient tools and content	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	
Media outreach to health care trades	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Thought leadership development	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
Partnerships with professional societies	\$ 10,000.00	\$ 30,000.00	\$ 60,000.00	
Tactics/support for MBRF Education Init.	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	
Totals	\$ 595,000.00	\$ 585,000.00	\$ 810,000.00	\$ 1,990,000.00

Anticipated Outcomes

Development of useful insights and strong messages for the initiative

Robust launch event with strong social media engagement and media coverage

Launch of new consumer-facing web site

Estimated web traffic in Year 1: 40,000 users

Estimated web traffic in Year 3: 100,000 users

Social media development and advertising

Estimated growth in followers year over year 25-30%

Estimated growth in engagement year over year 25-30%

of high quality multi-media pieces developed for MBRF: 20 to 25

of news stories featuring MBRF/MBRF leaders/MBRF content: 20 to 30

Brain health featured in the story lines of 1-3 network or cable TV shows or wide release movies

MBRF recognized as key source of consumer- and physician-facing brain health information

MBRF included as key player in national conversations about brain health and dementia care