

SE2

SE2 PowerMap® Suite Turn Community Voice into Policy Power

Ready-to-launch advocacy tools
and support built for fast-moving
policy moments



You know that communications and marketing can advance your cause and boost your organization—but you can't afford a full-time employee who has the experience you need.

The SE2 PowerMap® Suite brings creative messaging, design, and communications within reach of nonprofits, associations, and coalitions. We provide strategic, high-impact campaign services—tailored to your goals and your budget—so you can lead with clarity, confidence, and purpose.

Build momentum, align your message, and launch your campaign in just four weeks—without breaking your budget.

Whether you're working to shift public opinion, influence policy, or mobilize your allies, clear, on-target and timely communication is everything. But keeping stakeholders aligned and your message consistent is always hard. You need the right tools and support to make your efforts easy and effective.

The SE2 PowerMap® Suite is your best tool in building bold, effective campaigns that drive change for the better.

We equip you with the strategy, support, and creative tools to craft your message, advance your cause, and mobilize your people.

- ✓ Messaging and visuals that provide a strong identity and authentic, on-target voice
- ✓ Strategic communications support including video production, media relations, fact sheets, and more
- ✓ Coalition management and activation to align partners and energize collaboration
- ✓ Training and guidance to ensure everyone is delivering a unified, compelling message to your priority audiences

With flexible options built to match your needs and your budget, the SE2 PowerMap® Suite helps you stay focused, organized, and ready to lead.

How do we make this impactful and affordable?

For over a quarter century, SE2 has focused exclusively on public issues, so are steeped in these unique dynamics and know what works.

Because our team brings more than a century of collective experience, we have a running start. We can quickly get to the heart of the matter and produce measurable results efficiently.

The result: You get experience, strategy, and a full range of services for a manageable price.

SE2 PowerMap® Suite Packages

1 | Core Essentials

Get the foundation you need to launch or strengthen your campaign with:

- ✓ Core campaign messages
- ✓ A custom-designed landing or splash page (with copy and visuals)
- ✓ A professional logo and tagline
- ✓ A set of branded, ready-to-use social media graphics

One-time setup investment: \$7,500

↓ **Ongoing monthly support: \$3,700/month**

Includes up to 20 hours of strategic communications and outreach support, such as:

- ✓ Talking points for testimony or presentations
- ✓ Media engagement and press outreach
- ✓ Coalition meeting planning and facilitation
- ✓ Content updates and messaging guidance as your campaign evolves

2 | Added Essentials

Everything in the **Core Essentials** package, **plus:**

- ✓ A polished fact sheet and FAQs to clearly explain your issue
- ✓ A press release to announce your campaign and why it matters
- ✓ A tactical communications plan to guide your team and partners
- ✓ Customized message training to align and energize your coalition

One-time setup investment: \$12,500

↓ **Ongoing monthly support: \$7,250/month**

Includes up to 40 hours of hands-on strategy and communications support, such as:

- ✓ Advanced media outreach and messaging guidance
- ✓ Facilitation and coordination of coalition communications
- ✓ Strategic counsel to adjust messaging as your campaign progresses

3 | Activating Essentials

Everything included in the **Core** and **Added Essentials** packages, **plus:**

- ✓ Setup and support for action alerts, rapid response, and advocacy emails using CRM tools
- ✓ An editorial and social media calendar with content creation to keep your campaign consistent and timely
- ✓ Translation and transcreation services to ensure your message reaches and resonates across languages and cultures
- ✓ Media clips tracking
- ✓ Customized media list

One-time setup investment: \$20,000

↓ **Ongoing monthly support: \$7,250/month**

Includes up to 40 hours of strategic and technical support, such as:

- ✓ Rapid response messaging and digital activations
- ✓ Managing CRM-driven communications and alerts
- ✓ Ongoing bilingual content support and campaign coordination

Extra Services

Custom add-ons to take your campaign further:

When you're ready to go bigger, bolder, or deeper into community engagement, we offer flexible, hands-on support tailored to your goals.

We'll consult with you to understand your needs and provide a custom estimate.

These services are ideal when you're ready to shift from awareness to action—and need the right team to help make it happen.

Add-on options include:

- ✓ **Street team and community outreach activations** to build visibility and grassroots momentum
- ✓ **Paid or mass media campaigns** that expand your reach and influence public opinion
- ✓ **Targeted mailing and postering** to get your message directly into communities that matter most
- ✓ **Event planning and support** for rallies, press events, town halls, or community gatherings
- ✓ **Video storytelling** to bring your issue to life and move hearts and minds

Reach out and we'll help you get started.

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