


# GUIDE TO RETHINK SERVICES

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COMMUNICATIONS  
EXPERTISE &  
CAPACITY,  
GROUNDED IN  
MOVEMENT  
BUILDING

**rethink**  
Media for Security, Rights, and Democracy



# YOUR WORK DESERVES EXCELLENT COMMUNICATION SERVICES.

WE PROVIDE THE TOOLS,  
RESOURCES AND CAPACITY TO  
ENSURE YOUR WORK IS SEEN  
AND HEARD.

## **YOUR COMMUNICATIONS TEAM—AT A FRACTION OF THE COST**

We provide a full team of strategists and specialists with decades of experience across earned, owned, and digital media, at a cost comparable to hiring just one early-career communications staffer.

## **BUILD YOUR COMMUNICATIONS MUSCLE FOR LONG-TERM CHANGE**

We don't just fill gaps. We strengthen your infrastructure so communications becomes a catalyst for growth across all your programs, now and in the future.

## **TRANSFORM YOUR IMPACT**

We connect communications to your broader strategy. We help you see how the right visibility shifts narratives, secures policy wins, and advances change.

## **Why us?**

We know how to catalyze change through media.

### **Values-Aligned**

What moves you moves us. We don't just understand your mission—we share it. Our team brings experience from the same movement spaces that shape your work.

### **Communications Experts**

We specialize in communications for movements, leveraging nearly 20 years of experience and a broad expert network. Our unique team also includes researchers and analysts, keeping our work grounded in and driven by data, and allowing us to measure the results.

### **Competitive Pricing**

We offer access to a full team of communications professionals, ranging from campaign directors to specialists, all at unmatched nonprofit rates.

### **Non-Profit for Nonprofits**

We understand your needs and priorities—and your unique challenges—from the inside because we're a nonprofit, too.

### **Integrity**

We want your organization to succeed in achieving its mission and its programmatic goals—not our bottom line. We are going to give it to you straight, so that you can win.

WE HELP YOU BUILD CAPACITY  
WHILE BEING THE CAPACITY.

# CLIENT SERVICES OFFERED



## STRATEGY & TACTICAL ADVISING

**Devise a strategy** to help you decide how to allocate your limited resources for the biggest impact.

**Develop key materials** like press releases, talking points, messaging guidance, digital toolkits, and media briefings.

**Create messaging strategies** to effectively reach and influence key audiences, online and off.



## RESEARCH, MESSAGING, AND AUDIENCE

**Public opinion analysis** using data and polls to gauge public sentiment to drive tactics.

**Talking points and storytelling** using social psychology, behavioral science, and empirical research to convert complex messages into narratives that reach—and stick with—key audiences.

**Audience research and development** that leverages data to ensure your organization's voice is heard by the right people.



## EARNED MEDIA SUPPORT

**Local and national pitching expertise** to connect your organization with the right outlets for your strategy.

**Digital media guidance** on how to engage with digital-first and digital-only news outlets and platforms.

**Building reporter relationships** through customized press lists and tactical outreach.

**Media event planning** and preparation for virtual and in-person events.



## ADDITIONAL SERVICES

**Proactive rapid response planning** and training for crisis preparedness.

**Limited reactive rapid response** support in crisis and connections to long-term rapid-response support services.

**Owned media support** including blogs, op-eds, and LTEs.

**Digital content creation** including including social media, online ads, and influencer engagement strategies.

*When we're not the right fit for the project, we'll connect you with a trusted, values-aligned partner.*