

GUIDE TO RETHINK SERVICES

COMMUNICATIONS
EXPERTISE &
CAPACITY,
GROUNDED IN
MOVEMENT
BUILDING

rethink
Media for Security, Rights, and Democracy



MEDIA MONITORING IS MORE THAN NEWS ALERTS.

WE PROVIDE A MEDIA MONITORING, DATABASE, AND ANALYTICS TOOL AT A NON-PROFIT PRICE WITH RETHINK'S PREMIER SUPPORT.

BUILD SMARTER PRESS LISTS

Work with seasoned media specialists to curate targeted press lists and learn the frameworks to maintain and strengthen them over time.

SUPPORT DESIGNED FOR ADVOCACY

Get hands-on demos and resources that go beyond ineffective chat boxes and unspecific blog posts to help you use monitoring tools for your exact needs.

ACCESS A TOP-TIER TOOL AT NONPROFIT PRICES

Benefit from a leading media monitoring tool combined with tailored support to make the most of it—offered at a reduced cost through our negotiated group rate.

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 experts in research and data analysis, enabling us to convert complex messages into impactful narratives that reach key audiences.

Competitive Pricing

We offer a comprehensive 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.

MEDIA MONITORING MEMBERSHIP

Critical media monitoring, powered by ReThink.

Organizations can save up to 50% compared to a typical individual media monitoring license, while benefiting from the additional platform support and communications knowledge provided by ReThink Media.

CORE MEDIA MONITORING 2 seats for \$3,000/year	PARTNER MEDIA MONITORING 2 seats for \$6,500/year <i>*suitable for most orgs</i>	ADVANCED MEDIA MONITORING 2 seats for \$9,500/year
Access to ReThink Knowledge & Network, including: ReThink's curated lists Regular demos and office hours Exclusive semi-annual briefings from ReThink's Research & Analysis Team Annual onboarding (or refresher) demo		
	2 custom demos/year	2 custom demos/year
1 custom press list/year, updated annually	3 custom press lists/year, updated quarterly	5 custom press lists/year, updated quarterly
		Annual coverage report

Additional seats available at \$1,000/seat.

