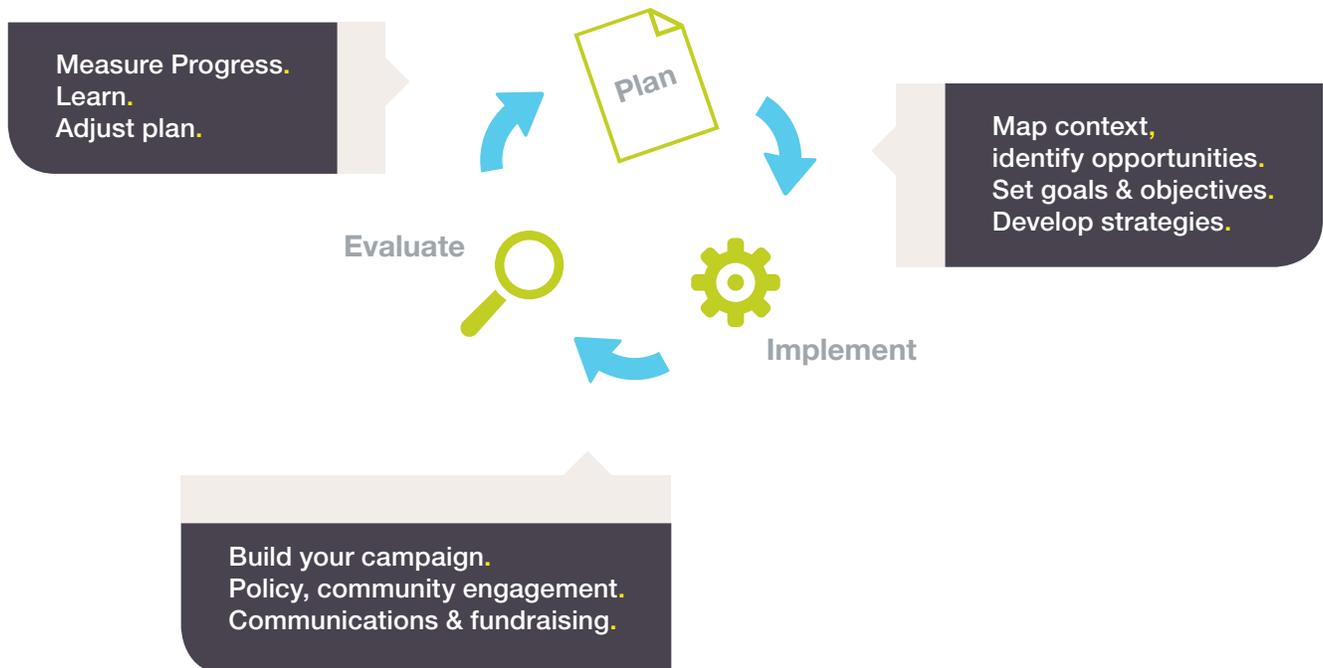


Building Better Advocacy Campaigns

Closing the Loop Between Your Vision and Making an Impact

Stratcom has a unique team of experienced advocacy consultants. We work with North American and European non-profits to achieve progressive results in environmental protection, human rights, accessibility and diversity, social justice, public services, community engagement and many other areas of public policy.

We believe that integration is the key to successful advocacy. That is why we provide a full range of services from strategic planning to implementation and evaluation to help improve effectiveness and build capacity for our clients.





Campaign Planning

Building Better Advocacy Campaigns

Our integrated service model means better strategy and ultimately better campaigns. We help you to choose the best approach to reach your goals before you are locked-in to a certain set of tools or tactics. Our planning approach is collaborative and designed to take advantage of your superior knowledge of the context and opportunities, and leverage Stratcom's range of strategic research methods. With our rigorous process we can support better decisions and campaign management with:

- ▶ Context Mapping & Environmental Scans
- ▶ Strategic Planning
- ▶ Opinion Research—Stakeholder / Community / Members / Public, Baseline or Tracking
- ▶ Campaign Training Workshops
- ▶ Communications Platform—Messages, Targeting & Channels

Stratcom can help you position your issues to more effectively undertake public engagement, develop awareness campaigns, fundraise, design online advocacy campaigns as well as improve policy and grassroots lobbying.

Some of our clients who have benefited from Stratcom's Campaign Planning expertise include Share the Road Cycling Coalition, Parents for Children's Mental Health, and the Canadian Labour Congress.



Campaign Implementation

Stratcom is dedicated to public interest advocacy and we have run or participated in all types of campaigns—issue advocacy, public awareness, membership and public engagement, and municipal, provincial and federal elections.

We have an unparalleled suite of communications and engagement services, including:

- ▶ Stakeholder or Public Engagement
- ▶ Client & Membership Engagement
- ▶ List Building Strategies
- ▶ Earned Media & Advertising
- ▶ Online Advocacy
- ▶ Communications Design & Content Library Management
- ▶ Integrated Fundraising Strategies

Some of our recent clients who have utilized our campaign implementation services include Environmental Defence Canada, The United Steelworkers, Elementary Teachers of Toronto, the Winnipeg Citizens' Coalition, and Canadian Centre for Policy Alternatives.



Campaign & Project Evaluation

All of Stratcom's campaign services are based in research—we have over ten years experience in qualitative and quantitative opinion & market research so we can effectively collect and interpret different types of input, such as:

- ▶ Experts' and stakeholders' priorities
- ▶ Public awareness and opinion
- ▶ Membership or constituency views
- ▶ Perceptions of your work from mainstream or social media

You need to show your partners, supporters and funders what happened during your campaign.

At Stratcom, we take full advantage of our deep opinion research experience to uncover evidence of your progress toward campaign objectives. We can show you what's been achieved and what could have been done differently. Our signature approach is to analyze your work not only from the standpoint of your original campaign plan, but also from the perspective of those you tried to influence or with whom you formed partnerships—whether they are other civic organizations, government, the public at large, experts in the field, diplomats and politicians, journalists or corporations.

With years of experience and our ability to deliver innovative and effective advocacy work, we guarantee that we can deliver practical 'lessons learned' that you can capitalize upon in your next planning process. We have helped organizations including The Pew Charitable Trusts, Greenpeace International, and the Global Campaign for Climate Action uncover the lessons of their campaigns.

About Us

Strategic Communications Inc. (Stratcom) is an innovative Canadian consulting firm founded in 1991. Stratcom specializes in services to enhance the effectiveness of Canada's NGOs and unions, offering services in the fields of opinion research, communications, and campaign strategy.

We have full-service offices in Toronto, Vancouver, Ottawa, London and over 20 years of experience as a key Canadian leader and innovator in communication techniques for the non-profit and political sectors.

www.stratcom.ca

**For more information
please contact:**

David Kraft
Director of Research
1-866-537-6199 x 66
david.kraft@stratcom.ca



Toronto | PH 416.537.6100

Ottawa | PH 613.916.6215

Vancouver | PH 604.681.3030

London | PH 203.695.1663

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