

NAR LME 2019–2020 Marketing Campaign Cost Proposal

OBJECTIVE: Manage & Update “God Loves Marriage” Website

Includes security updates to system, marketing copywriting, photos, link building with Facebook, and ongoing site updates to public side, continuing the journey side, hidden pages, and formstack applications.

Total Years 1 & 2 = \$4,400.00

OBJECTIVE: Search Engine Optimization for “God Loves Marriage” Website

Monthly review of site analytics, adjustments made as necessary to alt tags, page descriptions, and key words to improve search engine ranking for site pages and events, and semi-annual reporting of visitor statistics to NARLME Board.

Total Years 1 & 2 = \$1,750.00

OBJECTIVE: Church Publicity with “God Loves Marriage” eBlasts

Includes creating, writing, and layout of up to 60 eblasts over a 2-year period to publicize Marriage Encounter experiences in churches – including writing and producing church bulletin announcements, inserts, posters, video board slides, and web banners for each eblast – and store, manage, and monitor over 11,000+ email addresses (database includes church staff and encountered couples), database list management with areas/districts, and eblast performance reporting as needed.

Total Years 1 & 2 = \$10,500.00

NOTE: \$4,680.00 of this pays for 2-yr subscription billed to Leinicke Group @ \$195/mo for LME Constant Contact account. Cost of \$195/mo is based on the total database entries in the account. This \$195 monthly subscription cost can be transferred to credit card by NARLME financial couple.

OBJECTIVE: Maintain “God Loves Marriage” Facebook Page

Writing and posting of entries to page “wall” and to Events, with links to website and YouTube videos, monitoring of comments/messages and reply/management when needed, and account maintenance as necessary. (Does not include Facebook ads.)

Total Years 1 & 2 = \$1,400.00

TOTAL COST for Years 1 & 2 = \$18,050.00

Total costs in this proposal reflect increases in operating costs over 2 years for site plug-in and theme licensing fees, photo image rights, and Leinicke Group staff labor.

NOTE: The following online services are beyond the scope of this estimate and thus are not included. Necessary domain name renewal, annual hosting, and unexpected maintenance fees are currently billed separately through Leinicke Group by the hosting service provider, but management can be transferred to be controlled by NARLME execs if desired. Because of the size and complexity of the GodLovesMarriage website as well as the need for security, these costs are necessarily beyond the \$200 “normal expenses” requirement and the three-quote requirement.

- GodLovesMarriage.com, .org, .net website domain name registration (renewable every 3 years, next due on January 13, 2022, current cost is \$120 per domain)*
- Hosting (renewable annually, current cost is \$418 per year, beginning February 21, 2019)*
- Additional plug-in maintenance costs (as needed to maintain site security and functionality)*

OBJECTIVE: Provide Ongoing Online Resources for Encountered Couples

Approved by NARLME at Spring 2014 Board Meeting

Creation, writing, videography, video editing, posting (unlisted) on GLM YouTube account, and delivery of videos with targeted dialogue questions to approximately 3,500 encountered couple NAR database added to LME Constant Contact account. (Seven videos are currently ready for sending in 2019.)

TOTAL COST for Years 1 & 2 = \$4,800.00

Please note that Leinicke Group’s policy regarding donating of our time to NARLME is: When we must incur the skills of our staff artists to accomplish a NARLME requested task outside of those included in this Cost Proposal, we will bill NARLME for our design staff’s time, thus we will submit a Cost Estimate for approval prior to performing any requested task that requires use of our design staff.

Approved By: _____
Signature

Print Name: _____ Date: _____

*Enclosed: Cost Reconciliation Sheet
Previous 2-Year Budget*