

Build Gateway Coalition Scope of Work

1. Develop content
 - a. Public messaging and content to highlight accomplishments of the various Gateway Program projects and activities. Should include news releases, social media posts, press statements, and other relevant channels.
 - b. At least one infographic or animation
2. Organize and activate stakeholders
 - a. Conduct regular calls and in person briefings to ensure stakeholders have latest project information.
 - b. Mobilize coalition to comment at hearings as appropriate, support the project with positive statements in the press, speak favorably about the project in public settings and share useful information with colleagues.
 - c. Write letters of support and op-eds.
3. Conduct media outreach and engagement
 - a. Rapid response to day-of news and social media posts as appropriate
 - b. Proactive outreach for op-ed placements, earned media
4. Grow the coalition
 - a. Paid social media campaign?
 - b. Expansion in DC/other regions?
5. Conduct research
 - a. Publish & promote original research