



SKILLED
NURSING CARE
COALITION

**Campaign Budget Estimates
March – July 2007**

Research \$67,000 – \$102,500

The Coalition will conduct research into public attitudes, and other research and analysis as needed. Fact books, white papers and other materials will be developed and distributed.

Media Relations \$125,000 – \$150,000

Coalition members will designate a spokesman for the SNF community. Efforts will include media relations and interactions with state and local outlets; news releases, editorial board visits, op-ed placement, assistance for local member media support, monitoring and involvement in legislative efforts.

Member Mobilization \$42,500 – \$62,500

Members of the associations will be provided with general counseling and training, and a tool kit of materials will be provided for use in local media and communications efforts. A telephone/email contact program will be developed for access by nursing facility participants.

Materials and Production \$82,000 – \$95,500

A website for use by members, media, public and others will be developed and available online in the first weeks of the campaign. Brochures and other materials necessary for use by the associations and individual members will be developed and distributed. In addition, a video/DVD for use in a variety of venues will be produced and distributed.

Advertising (TV, Radio, Print) \$1,090,000 – \$1,250,000

Organized over 3 phases during the campaign, the advertising program will encompass rebranding facilities from “nursing homes” to “skilled care facilities”; focusing on the funding needs to ensure skilled employees and quality care; and a “Call to Action” to forward the Coalition’s arguments with target audiences, and to seek action by the Ohio General Assembly and the Governor.

Support and Counseling \$50,000 – \$60,000

Edward Howard will supply general Coalition management support and counseling on an ongoing basis.

TOTAL CAMPAIGN BUDGET:

\$1,456,500 – \$1,720,500