

Sample Consultant Services for Marketing Plan/Outreach - \$98,239			
Marketing Plan Activities	Timeframe	Cost	Location
Consultant time in developing deliverables/strategies to reach targeted communities. Cost of \$____/hour for ____ hours. This will include a needs assessment plan, strategic communications plan, information gathering and monitoring plan, Outcome and key indicators plan, and other strategies on how to successfully reach targeted communities	February - March 2007	\$9,600	Metro and Rural Fresno County
Ongoing Work of the Consultant - liaison, task coordinator, meeting facilitator, preparing ongoing reports to the County	March 2007 - Ongoing through June 2008	\$20,000	Metro and Rural Fresno County
Consultant staff costs - costs of 2 assistants at \$____ hour for ____ hours each	March 2007- Ongoing through June 2008	\$6,000	Metro and Rural Fresno County
Community forums/Information meetings - will outline Mental Health services available in the community and resources available to clients through MHSA funds and other programs. Cost of rental space, travel for clients to the forums, refreshments for clients, renting equipment, etc	March 2007- Ongoing through June 2008	\$13,639	Metro and Rural Fresno County
Media announcements/advertising/developing brochures - Radio/TV/Newspapers regarding upcoming community forums and mental health services available	March 2007 - Ongoing through June 2008	\$20,000	Metro and Rural Fresno County
Cost of Translators for oral and written translation @____/hour	March 2007 - Ongoing through June 2008	\$5,000	Metro and Rural Fresno County
Staff small tools and equipment/misc.	Feb 2007 - Ongoing through June 2008	\$3,000	Metro and Rural Fresno County

Additional Materials and Supplies for meetings/forums/Outreach efforts. Also the cost of multilingual flyers, handouts, etc.	Feb 2007 - Ongoing through June 2008	\$15,000	Metro and Rural Fresno County
Travel and Transportation for Consultant and staff	Feb 2007 - Ongoing through June 2008	\$5,000	Metro and Rural Fresno
Insurance/Book Keeping Services	Feb 2007 - Ongoing through June 2008	\$1,000	Metro Fresno County
Total Estimated Budget		\$98,239	