



**"I am deliberate  
and afraid of nothing."**

AUDRE LORDE  
Writer and Civil Rights Leader

# BRAVE

BRAVECREATIONS.US

THE FUTURE HAS ARRIVED.

# Let's seize it together.

Here at Brave, we are unafraid and unphased to start something new or challenge an entrenched status quo. We fear standing still and producing stale and uninspired work.

Online strategy, messaging, and storytelling is our specialty. As an LGBTQ, women led agency we bring intersectional thinking to every website we build, online petition, Facebook ad, article and email we produce.

**In this booklet, we'll introduce you to our successes and ways we can help you**



## Meet the Founder:

Leigh Ann Smith is the Founder of BRAVE heading up creative and delivery for clients. A hands-on strategist, she works closely with clients to build powerful online brands guaranteed to shake things up.

BRAVE's first big break came in 2016 when email client Donald McEachin won his bid for Congress (one of only 6 Democratic pickups that year). Prior to starting BRAVE, she taught social media and public relations to 200+ small businesses in Seattle. Media, marketing, and fundraising projects included the Northwest Adoption Exchange, NARAL, Washington Health Alliance, Capitol Hill Housing, and Shannon Valentine, former Delegate and now-Secretary of Transportation of Virginia.

In 2012, Leigh Ann managed the custom-built online social network Millions for Marriage, contributing six-figures to the \$12M raised for Washington State's marriage equality campaign. She was thinking about open rates and copy that converts way back in 2010 when she pioneered now-Congresswoman Suzan DelBene's email program in Washington.

She is a contributing writer to The Establishment and a National Campaign Board Member for the Gay & Lesbian Victory Fund. She earned a graduate certificate in Strategic Communications from the University of Washington, an MA in Religious Studies from Georgetown University, and a BA in Political Science from Campbell University.

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**BRAVE**

# Our Services.



## Email Programs:

### KEY GOAL

Build a powerhouse online fundraising + advocacy program designed to increase revenue and connect you with thousands of subscribers interested in your campaign.

### SOLUTION

Email programs blend the best of copywriting, online advertising, data-science, and strategic partnerships. We'll bring these elements to bear in producing an email program customized for your goals, voice, and timeline.

## ENGAGE YOUR SUPPORTERS

## WHAT WE DO

### Online Strategy

We'll map out a plan delivering emails with high open rates, active subscribers, sustained list growth, donation conversions, and maximum long-term ROI.

### Story Development

From petitions to surveys to fresh takes on the issue everyone is talking about, we'll execute concepts and copy sure to help you win the day.

### Email Production

We ensure emails go out on time, are mobile responsive, error free, adhere to best practices, and stay out of spam traps.

### Data Management

We A/B test and analyze program metrics regularly to figure out what works best for you.

## GROW YOUR LIST

## WHAT WE DO

### Paid Acquisition Advertising

Manage soup to nuts paid advertising via social media, paid petition campaigns, sponsored emails, and list rental opportunities.

## COST OF SERVICES

### Email Program + Email Acquisition

\$2,750 x month

### Landing Pages + Email Coding

\$125 x hr for any coding/web development/graphic design work.

### DAILY KOS

Campaign Action

#### Sign if you agree: Climate Change needs to be addressed in the presidential debates

SPONSORED BY  
Daily Kos

Join with Donald McEachin in asking the Presidential Debate Commission to include questions on climate change in the remaining two Presidential debates.

Climate change poses a dire threat to our security at home and abroad. According to Scientist Katherine Hayhoe with the Climate Science Center at Texas Tech University, air pollution from burning fossil fuels leads to the deaths of 200,000 people on average each year. Flooding — as experienced in Louisiana this year — and in our coastal communities is wreaking havoc with our way of life. Acting now saves lives. Investments in clean energy create good-paying jobs strengthening the economy.

Unfortunately, not a single question was asked about climate change in the first presidential debate. For tens of millions of Americans, the Presidential debates are a time to tune in and thoughtfully consider the issues important to our nation.

On one of the world's biggest stages — let's encourage the Presidential Debate Commission to turn attention to climate change solutions, the promotion of clean energy, and the green economy.

The next debate takes place Sunday, October 9th at 9 PM Eastern. The last debate takes place October 19th at 9PM Eastern time.

Sign the petition



1 Action Taken

First Name Last Name

Email \*

Zip/Postal Code \*

By signing this petition you will receive periodic updates on offers and action opportunities from Daily Kos and McEachin for Congress. Paid for by McEachin for Congress. You may unsubscribe at any time. Here's our privacy policy.

Zip/Postal Code \*

By signing this petition you will receive periodic updates on offers and action opportunities from Daily Kos and McEachin for Congress. Paid for by McEachin for Congress. You may unsubscribe at any time. Here's our privacy policy.

Add Your Name

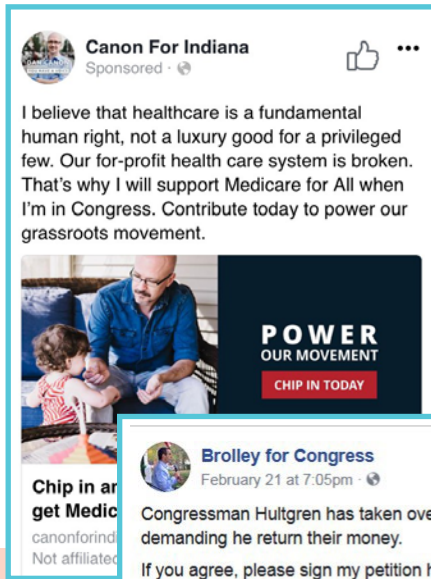
Embed Code



## Acquisition and Direct Response Advertising:

Finding and activating your own army of small dollar donors online is key to your success. From Daily Kos to Facebook, we'll introduce your bio, beliefs, and policies to audiences you need. Whether it's Trump's latest off-the-wall tweet or a major policy battle, we'll help you win the big moments delivering real-time, direct response ads on social.

Generating one solid email lead costs \$1.10 to \$2.50 (on average) dependent upon the type of ad, timing and platform used. We can customize plan for most budgets, but we do recommend making a strategic investment as early as possible.



## Thought Leadership:

You have something important to say and share with the world. We'll work with you to develop compelling story arcs bringing your story, personality, point of view, and organization to life.

### This translates to:

- Articles penned under your name - with our editorial guidance - submitted to leading digital first publications (this can be anything from Mic to Vice to Fast Company)
- Regular posts on leading platforms like Medium and Medium-based publications
- Fresh takes regularly added to your news/blog section on your website
- Re-purposed email content for social and website content

Pricing depends on the number and length of articles and blog posts written and submitted. On average, we'd suggest budgeting \$1,500 for this additional service.





# Website Development + Sample Process:

## KEY GOAL

Your campaign needs to build a modern, attractive, and functional online headquarters. We ensure each website includes the functionality to capture emails, process donations, and integrate with social media platforms.

## SOLUTION

We'll build your site with popular platforms like Squarespace or Wordpress. You'll have the tools to make day-to-day edits easy as your campaign expands.

## PRICING

Website projects start at \$3,000. Pricing is dependent on launch timeline, pages created, copy needs, and customization requirements.

## Sample Website Development Process and Timeline

### WEB DESIGN DISCOVERY AND STRATEGY

#### (Week 1)

We'll determine the best design layout given your particular goals + assets (photos, logo, color choices.)

### TESTING AND SITE LAUNCH

#### (Week 3)

We'll link to a test site and go through two rounds of edits. From there, we'll set up web hosting and prepare for the site to go live.

### PROJECT MANAGEMENT

#### (Start to Finish)

We manage all timelines and deliverables communicating with you through email and popular project management tools like Asana and Google Drive.

### WEB DEVELOPMENT AND APP INTEGRATION

#### (Week 2 - 3)

We develop your site emphasizing a seamless volunteer, donating, and sign up experiences for visitors.

### TRAINING SESSION

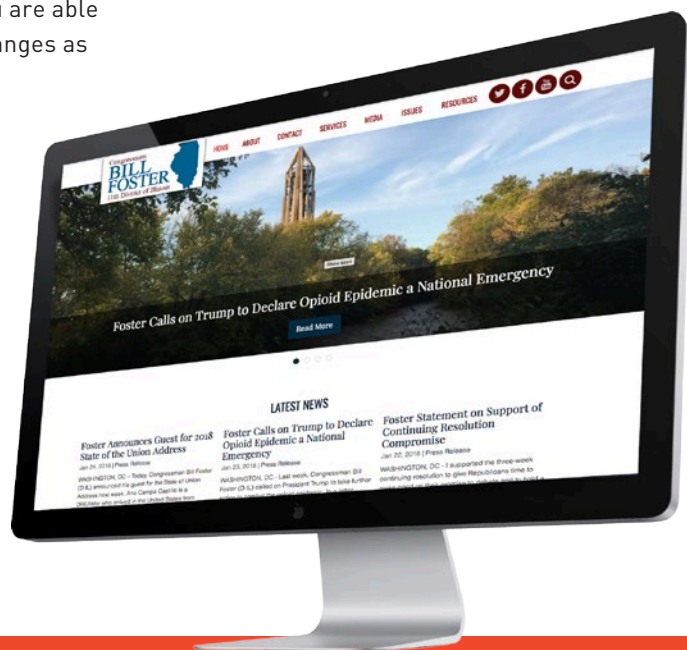
#### (Week 3)

We'll provide one training session to ensure you are able to make edits and changes as needed.

### MESSAGING, COPYWRITING AND EDITS

#### (Week 2 - 3)

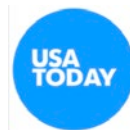
We can craft bios and issue pages from scratch or translate your stump speech into dynamic content sure to move people to action.



# Our Work.

## Our clients are game-changers and news makers.

In the following pages, you'll see a sampling of how we've helped our clients achieve success for themselves and for the larger movements they represent.



SAMPLING OF CLIENT EARNED MEDIA RESULTS

## Dan Canon

### CONTENT STRATEGY AND EMAIL PROGRAM

Dan is best known for his work as a lead attorney helping LGBTQ couples achieve equal dignity in the eyes of the Supreme Court in the 2015 landmark marriage equality ruling Obergefell vs. Hodges.

His folksy, tell-it-like-it-is style and deep commitment to progressive values are inspiring a movement nationwide. We are modeling content in alignment with Dan's values to educate and serve first. Through long-form content, activist profiles, Vox-style explainer emails, and policy petitions, we are running a different kind of content engine putting subscribers front and center - and its working. The campaign is fueled by 3,300+ individual small dollar donors (and counting!) averaging \$20 or less.

### PRESS PIECE

**VICE**

## Is This Indiana Civil Rights Lawyer the Great Progressive Hope of 2018?

Dan Canon is suing Trump, calling out white supremacy, and running for Congress. But can he win?

"I assume you're tracking what messages generate donations, but in case you aren't, this email 100% caused me to give today. Although I figured I would be supporting Dan's campaign over the next few months, I did not plan on giving to Dan's campaign today.

And sadly, despite being on numerous campaign fundraising email lists, this is the only one I've received so far today on the Roe anniversary that explicitly talked about repealing the Hyde Amendment. Thank you!!"

COREY, CANON SUBSCRIBER

**"This email 100% caused me to give today."**

# Matt Brolley

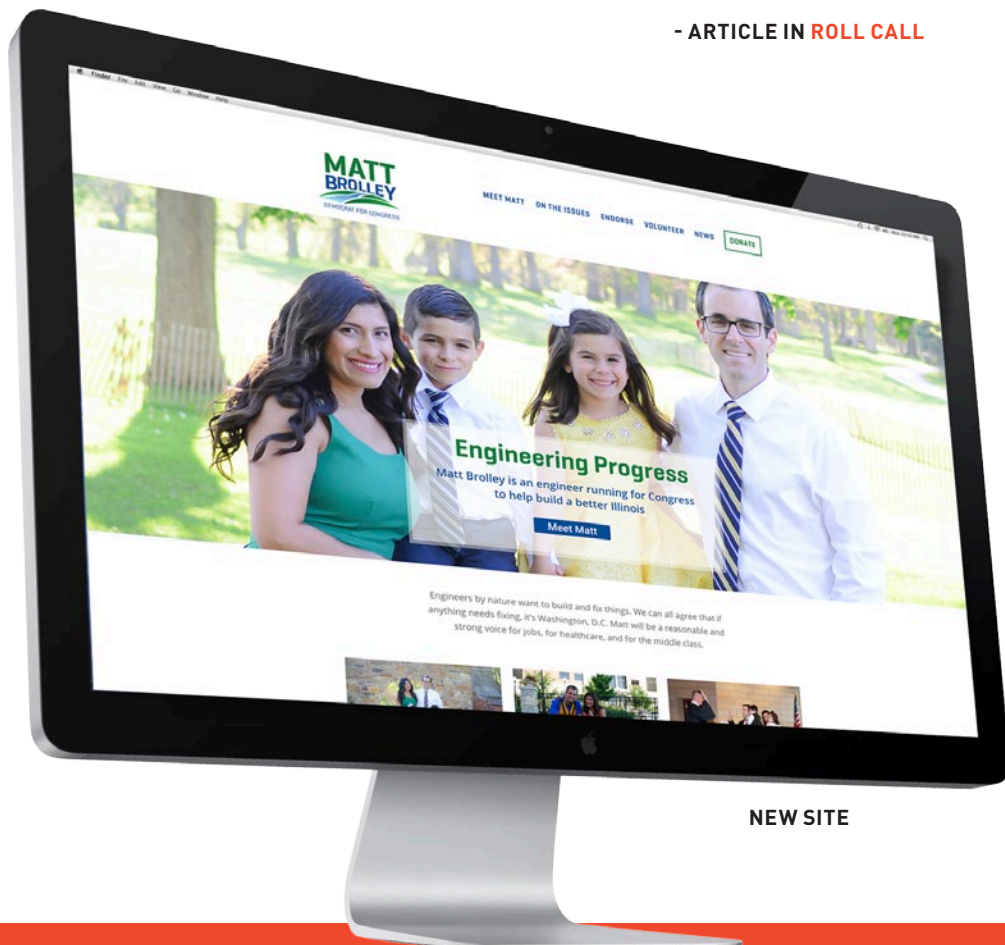
## WEBSITE DESIGN AND EMAIL PROGRAM

Matt Brolley is a civil engineer and small town mayor running in a competitive district in the suburbs of Chicago. In the spring of 2017, we joined Matt's team helping him launch his bid for Congress.

From concept to execution, we developed his website and are running a policy-driven email program differentiating him from other primary candidates and direct competitors. The email program to date accounts for 29% of his total six-figure campaign earnings.

**“House Seats You Think You  
Can’t Flip, But Might.”**

- ARTICLE IN **ROLL CALL**



**“I seriously receive feedback about our emails  
multiple times per day. And it’s all positive and  
people really like our emails.”**

- MATT BROLLEY ABOUT BRAVE

# Congressman Bill Foster

## WEBSITE REDESIGN

Rep. Bill Foster is the lone PhD scientist in Congress. With the rise of an administration hostile to scientific research and climate change, Rep. Foster is on the frontlines of the pro-science Resistance. To better accommodate the needs of policy makers and activists alike, he needs a site that is as functional as it is easy to navigate.

His old site, built on a proprietary platform, allowed for little to no customization. The homepage burdened visitors with too many calls to action. The congressman's considerable writings and latest news were buried deep within the site and were laid out in a hard-to-digest format.

We streamlined his homepage honing in on three key actions, and elevated his writings and news in an easy to skim format. Social media feeds are integrated throughout the site to encourage visitor to connect and share his writings online.

NEW SITE

## "The American Scientist Stepping Up To Run For Office."

- ARTICLE FOR WIRED

OLD SITE



## LATEST NEWS.

### BOLINGBROOK HOLDS WILL COUNTY RESISTANCE FAIR

About 100 local political activists, organizations and some elected officials came out to the Holiday Inn and Suites in Bolingbrook on Saturday for the Will County Resistance Fair. The free event came about to connect several progressive organizations and causes to Will County residents as sort of a one-stop shop of political networking. The event [...]

Read more >

AUGUST 21, 2017 / BY ALEX DETZ

### DONALD TRUMP'S WAR ON SCIENTISTS HAS HAD ONE BIG SIDE EFFECT

There's something different about the crop of Democrats running for Congress in 2018. As in previous years, the party has recruited a small army of veterans in high-profile races and in Republican-held districts. There are loads of state legislators, business owners, and government officials. But the candidates also include a volcanologist who's worried that her [...]

Read more >

JULY 31, 2017 / BY TIM MURPHY

### FIRST FAKE NEWS, NOW EPA-FUNDED FAKE SCIENCE

The explosive admission that fake science was used in EPA-funded air pollution studies by Duke University researchers bolsters an effort by Republicans to bring honesty and transparency to the agency's regulations. Duke University acknowledged a scientist used fake experimental data in research studies on air pollution and lung function. Numerous published studies were retracted because [...]

Read more >

JULY 11, 2017 / BY DR. TOM BORELLI

### FOSTER STATEMENT ON ILLINOIS BUDGET VETO OVERRIDE

Illinois has gone three years without a budget. I am grateful that more than a dozen Republicans in the General Assembly joined with Democrats to override Governor Rauner and produce a true compromise. I am distressed, however, to see the Governor's continued intransigence. Illinois has tremendous challenges that can only be met when we are [...]

Read more >

JULY 6, 2017 / BY BILL FOSTER

### APS: WHAT LIFE IS LIKE AS A SCIENTIST IN CONGRESS

Every politician develops a narrative about why they turned to public service. As the only Ph.D. physical scientist remaining in the U.S. Congress, I spend a fair amount of time trying to recruit my future replacements. The following is drawn from a presentation—really a recruiting talk—that I have given everywhere from the Yale Physics Department to junior high schools in my district. It is a personal narrative of my well-trodden path from theatrical stage lighting, to high-energy particle physics, to the U.S. Congress. Its aim is to plant a seed that may someday germinate to convince a few good scientists, after enjoying the career possibilities in science, technology, and business, to spend part of their lives in public service.

Read more >

JUNE 12, 2017 / BY BILL FOSTER

## GET CAMPAIGN EMAIL UPDATES

Email Address \*

Subscribe

### ABOUT

Bill Foster is a scientist, businessman and U.S. Congressman. He represents Illinois' 11th Congressional District, which is located in the southwest suburbs of Chicago and contains two of Illinois' largest cities - Aurora and Joliet.

### HOUSE OF REPRESENTATIVES

Thank you for visiting my campaign website. If your intention was to visit my official House of Representatives website, please click here.

### CONTACT

Bill Foster for Congress  
P.O. Box 9104  
Aurora, IL 60598  
(630) 310-6588

# Our Next Step.

You probably have a few questions. **Let's get them answered.**  
We recommended setting up an initial short intro phone call with Leigh Ann, where she'll walk you through the process in more detail.



**leighann@bravecreations.us**



**www.bravecreations.us**



**We need a new kind of storyteller with  
stories inspiring resistance and action.**

Thank you for bravely stepping into the fray and sharing yours.

**BRAVE**