

For The Record

Photography & Public Affairs, Inc.

PROFILE

For The Record Photography & Public Affairs, Inc. (For The Record PPA) provides comprehensive political and private-sector fundraising, event planning, political strategic planning, photography, and communications. Each and every client has a unique and important asset to promote and sell: *You*. I don't employ a cookie cutter approach to providing strategies and services. I don't offer off-the-shelf plans.

I do provide strategies and services that are tailored specifically to meet your unique needs. My job is to assess what you and your organization have to offer. Then, based on careful analysis, I'll will determine the most appropriate approach, and devise a strategy to achieve your goals. The main objective is to *take the burden off your back, while I help you to achieve your goals.*

APPROACH TO FUNDRAISING AND EVENT PLANNING

Effective fundraising is a requirement for elections. The first step in creating a successful roadmap for raising your campaign war chest is to analyze the field. I will consider your background, experience, ideology, and district, and analyze the market based on these unique characteristics. The second step is to use this analysis to target a reliable universe of prospective donors. The third step is to lay out your roadmap: a long-range plan that details a roster of prospective events, meetings and mailings that will enable you to achieve your fundraising goals.

I employ a similar step-by-step process when raising funds for associations, corporations and foundations. When your long range strategy is in place I'm equipped to utilize a variety of proven tools to achieve your financial goals. No single tool can meet the diverse and complex needs of an effective fundraising campaign. I pride myself on having a great deal of experience in virtually every fundraising technique. This means that I can be creative and expansive in generating a long-range fundraising strategy that achieves your goals.

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Fundraising tools include:

- ❑ Computer-based donor targeting
- ❑ Development of phone lists and phone banking operations
- ❑ Care and feeding of donors
- ❑ PAC & major donor fundraising events; industry-specific events
- ❑ Personal meetings between clients and key donors
- ❑ Newsletters, highly personalized mailings, and fax updates
- ❑ Training in various fundraising techniques
- ❑ State-of-the-art FEC and organizational tracking and reporting

Donor Identification and Cultivation

Whether you need a culturally, geographically, or industry-specific fundraising plan, coordination of a special event, state of the art computer technology to develop and track contribution histories, or staff training on how to raise the most money over the long term, I have the experience and flexibility to meet the challenge.

Knowing your donors - and your potential donors - is ultimately the key to successful fundraising. I will build a database that includes existing individual and PAC donors, as well as new prospects. I also procure other databases for targeted fundraising programs. Continuous revision and updating provides our clients with the most comprehensive and accurate information possible. I research and cultivate new prospective donors who are supportive of our client's positions and goals. I pride myself on my ability to establish relationships between my clients and their donors, tailoring the scope and type of relationship to the needs of the client and future giving potential of the donor.

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Where Fundraising Technology Crosses Personality

More than ever before, technology is the key to effective and efficient information management. I strive to continually my state-of-the-art tracking system. My databases can track donor activity, develop personalized letters, invitations, and thank you notes, as well as produce timely and accurate FEC reports.

My technical capabilities allow clients to reach more potential donors more quickly and cost-effectively with poll results, campaign updates, event reminders, and other information. I capitalize on current technological advancements to gather and disseminate information on donors, other candidates, posted FEC reports, poll results, and related races in a more timely and efficient way than ever before.

Technology, while a very important tool, can't replace the personal side of fundraising. Face-to-face meetings, personal phone calls, or handwritten notes to key donors can mean the difference between a token contribution and the maximum allowable donation. My experience provides a solid foundation on which to develop a sound synergy between the time and money saving efficiency of technology, and the personal interaction vital to every campaign, association, corporation, or foundation.

In addition, attention to detail is vital to every fundraising program. Every piece of information or aspect of a specific event demands careful scrutiny.

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APPROACH TO POLITICAL STRATEGIC PLANNING

The clock starts ticking the day after you make your victory speech. In just two short years, a freshman Member of Congress will be running for re-election. For any freshman and his or her Chief of Staff, one of the most daunting tasks is to quickly and efficiently assess the available resources and create a successful operation from top to bottom. But you don't have to go it alone. When you hire me, you draw upon the experience of a former Chief of Staff and District Director, and expand your base of knowledge, therefore ensuring a swift, informed, organized transition.

So what is a political strategic plan? In a nutshell, it is the same as *sheet music for an orchestra*. A long-range plan defines and lays out your objectives, priorities and goals for the two years leading to your re-election campaign. It includes detailed action plans that will serve as a roadmap for achieving these goals and priorities. With a long-range plan in hand your staff will have the ability to coordinate your scheduling, communication activities, legislative agenda, and district projects. Since the entire staff is operating *off the same sheet of music*, you are assured that each person is *singing the same tune*. Everyone is working in concert to promote the same agenda, in an organized, timely fashion.

Without a long-range plan, you and your staff run the risk of being controlled by your *in-box*. When that happens the days quickly turn into months, and you find yourself weeks away from re-election with half a platform on which to run. This dilemma can be avoided by using your scarce staff resources and funding **to achieve your goals**, at the same time you are responding to your *in-box*. A strategic plan can help a new Member of Congress to launch a successful Congressional operation, or it can help a senior Member to re-focus his or her goals and overall agenda.

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APPROACH TO COMMUNICATIONS

Whether you are trying to simply get your message out, to shore up your image, or market an idea or product, I will develop a unique communications strategy to meet your needs. I follow a three-step process that is similar to the one I use in generating fundraising plans and political strategies. The first step is to assess what you and your organization have to offer and what you are trying to accomplish, then I will hone a message that will get the job done. The second step is to *pinpoint your audience*, and the best tools to communicate your message. The final step is to generate an action plan that details, point-by-point, how we will communicate your message to the chosen audience.

I utilize every available tool to communicate your message:

- ❑ News Conferences
- ❑ Press Releases
- ❑ The Internet
- ❑ Newsletters & Photography
- ❑ Brochures & Pamphlets
- ❑ Direct Mail
- ❑ Meetings & Conferences

My philosophy is the same toward communications, as it is toward fundraising and political strategic planning. My main objective is to tailor a communications strategy that meets your unique and individual needs. I won't offer you an off-the-shelf plan. I will assess what you and your organization have to offer, and based on careful analysis of your audience, we will determine the most effective tools, and timeline for communicating your chosen message.

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APPROACH TO PHOTOGRAPHY

For most of my life, I've been photographing people, places and things. A broad body of work—*my take on the world*—has emerged during the past 20 years: portraits, events, pets, architecture, streetscapes, and landscapes. I consider myself to be a “traditional” photographer, preferring Black and White Fine Arts Silver Gelatin Prints (Selenium-toned). I do my own printing, toning and re-touching by hand—usually in batches of 6-10 prints (typically on Ilford Fiber paper, or Ilford Resin Coated (RC) paper). Nothing compares with watching a dramatic black and white image appear in a tray of developer.

Well almost nothing. The advent of digital photography and the digital darkroom is changing the face of photography for even “die-hard traditionalists” like me. It's an exciting time. Archival printers, Adobe Photoshop software, and high-quality digital cameras are contributing to broadened creative horizons—and reduced production time, whether you're launching photos for a website or a magazine cover.

Personally, I fully intend to continue crafting “traditional” Black and White Silver Gelatin Prints for my clients. That said—I am also offering both digital and film color photographs to meet the broad array of client needs.

The sky is the limit....

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CLIENTS

- CHC/Bold PAC (Congressional Hispanic Caucus)
- Congressman John Conyers – Michigan 14th District
- Congressman Jerry Kleczka – Wisconsin 4th District
- Congressman Ed Pastor – Arizona 4th District
- National Association of Social Workers (NASW)

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BIO

Kim M. Simpson has more than 20 years of experience in politics, journalism, communications, and government. She has worked at the White House, the Pentagon and for Members of Congress serving as Chief of Staff and District Director. She has extensive experience in political and private sector fundraising and communications, including direct mail, strategic communications, event planning, political strategic planning, and public affairs issue management.

She implemented all facets of communications for the President's Foreign Intelligence Advisory Board (PFIAB) and the Commission on the Roles and Capabilities of the U.S. Intelligence Community. A former political reporter, she worked for nearly 10 years at television and radio stations in the Midwest. She also has extensive experience in professional photography, specializing in Black and White Fine Arts Silver Gelatin Prints (Selenium-toned) and color film and digital photography.

She has a Bachelor of Science Degree in Journalism and Political Science from the University of Nebraska-Omaha and a Master of Arts Degree from Sangamon State University/University of Illinois in Springfield, Illinois.