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PHOTOGRAPHY & PUBLIC AFFAIRS

PROFILE

For The Record Photography & Public Affairs, Inc. (For The Record PPA) provides comprehensive strategic communications, political and nonprofit organization fundraising, political strategic planning, event planning, and photography for Members of Congress, government, nonprofit organizations, associations, and corporations in the Washington, D.C. Metropolitan Region.

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 will determine the most appropriate approach, and devise a comprehensive strategy to achieve your goals. The main objective is to *take the burden off your back, while I partner with 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 strategic communications/outreach 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 am 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:

- ❑ Custom database creation and management
- ❑ Development of phone lists and phone banking operations
- ❑ Targeted donor prospecting, cultivation and long-range outreach
- ❑ PAC & major donor fundraising events; industry-specific events
- ❑ Personal meetings between clients and key donors
- ❑ Newsletters, highly personalized electronic mailings, and email updates
- ❑ Website content management and social media campaigns
- ❑ 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 can also procure other databases for targeted fundraising programs. Continuous revision and updating provides 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 lasting 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 update and maintain my state-of-the-art tracking system. My databases can track donor activity, develop personalized letters, invitations, and thank you notes.

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 timely and efficient way.

That said, 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 hands your staff, you 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 and 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 and streamline his or her goals and overall agenda.

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APPROACH TO STRATEGIC 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 targeted message that will get the job done. The second step is to *pinpoint your audience(s)*, 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
- ❑ Targeted Media Lists & Outreach
- ❑ Website Communications
- ❑ Social Media & Email Campaigns
- ❑ Newsletters, Brochures & Pamphlets
- ❑ Direct Mail & Electronic Communications
- ❑ Individual 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

Each of us sees the world in a different way. For most of my life, I have been photographing people, places and things. A broad body of my work - *my take on the world* - has emerged during the past 45 years. I provide a sampling of that work on my websites and blogs: portraits, events, musicians, animals, architecture, streetscapes, landscapes, and still-life. I am a traditional photographer, preferring black and white, fine art, silver gelatin prints (selenium-toned); but I have learned to thrive in splashes of color in a modern digital darkroom. Black and white photos can be dark, smoldering and mysterious, while color images snap, crackle and pop as they shout "look at me, look at me!"

Starting in the early 1990s, I performed my own black and white printing in the Smithsonian Institute's darkroom beneath the Mall in Washington, D.C. (S. Dillon Ripley Center) for more than a decade. In addition to printing the old fashioned way in trays of chemicals, I did my own toning and retouching 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 the Internet, digital photography, and the digital darkroom has forever changed the face of photography, even for traditionalists like me. It is 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 are launching photos for a website, magazine cover, or for a family's living room wall.

Whether photographing an event or a portrait, I partner with my clients to preserve their memories with style and quality craftsmanship. Every time I pick up my camera, develop a black and white print, or edit a color image in my digital darkroom, I remind myself: "*In photography the sky is the limit. The only limitation is the breadth and depth of one's imagination.*"

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Candidates and Causes Over The Years:

- American Heart Association (Maryland)
- Arlingtonians Ministering to Emergency Needs, Inc.
(Now Called Arlington Thrive)
- Audubon Naturalist Society of the Central Atlantic States
- Candidate Mary Rose Wilcox – Arizona 7th District
- Committee for Hispanic Causes/Building Our Leadership
Diversity PAC (CHC/BOLD PAC)
- Congressman John Conyers – Michigan 13th District
- Congressman Jerry Costello – Illinois 12th District (Retired)
- Congressman Raul Grijalva – Arizona 3rd District
- Congressman Jerry Kleczka – Wisconsin 4th District (Retired)
- Congressman David Minge–Minnesota 2nd District (Retired)
- Congressman Harry Mitchell – Arizona 5th District (Retired)
- Congressman Ed Pastor – Arizona 7th District (Retired)
- Congressman Ciro Rodriguez – Texas 23rd District (Retired)

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Candidates and Causes Over The Years Continued:

- Drive Square Driving Simulators
- Federal Search Foundation
- National Association of Social Workers (NASW)
- National Association of Social Workers Foundation (NASWF)
- Physicians For Human Rights (PHR)
- Residential Youth Services (RYS Alexandria, Virginia)
- Sylvan Franchise Owners Association (Sylvan FOA)
- The Market Group
- The Rendon Group
- U.S. Special Operations Command (USSOCOM)
- Women In Government Foundation, Inc.

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BIOGRAPHY

Kim M. Simpson is a senior public affairs professional specializing in strategic communications, fundraising, event planning, and photography for Members of Congress, government, nonprofits, associations, and corporations, in the Washington, D.C. Metropolitan Region.

In a career that spans more than 35 years in public affairs and journalism she has served in senior-level federal government positions including Chief of Staff and District Director for Members of Congress; and as a political appointee in communications and professional staff positions for the William J. Clinton Administration at The White House and the Office of the Secretary of Defense at The Pentagon. A former State Government and Political Reporter, she worked for WKOW-TV in Madison, Wisconsin, and other broadcast stations in the Midwest.

She has extensive experience in strategic communications, writing, marketing, public relations, political and private sector fundraising, event planning, photography, and public affairs issue management/analysis and advocacy. She is skilled at managing a team, staging events of all types and sizes, pitching stories to reporters, and drafting a diverse range of materials including, but not limited to, grants and proposals, direct mail, invitations, speeches, talking points, press releases, opinion pieces, public service announcements, newsletters, news magazines, brochures, and website, blog, and social media content.

She has a Bachelor of Science Degree in Journalism and Political Science from the University of Nebraska-Omaha and a Master of Arts Degree in Public Affairs Reporting from the University of Illinois in Springfield, Illinois.

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