

COMMUNICATIONS SERVICES

Take your communications to the next level with SAM Communications Services. Build a communications platform that promotes your cooperative among all your stakeholders and in your communities. SAM can help your cooperative build effective communications in ways that add value for your business, members, customers and employees.

Strategic communications planning

Do you need a consistent approach to communicate across your organization? Do gaps exist in the way you convey information to stakeholders? Are your messages aligned with your brand and business objectives?

SAM can help to assess your current communications plan and work with you to create a go-forward communications strategy that pulls together all the pieces and rolls it up to your business objectives.

Project leadership

Is your cooperative tackling a project that requires its own communications strategy? SAM can partner with you to get it done. Our team has years of experience working on legacy construction projects, mergers & acquisitions and business optimization efforts with accompanying communications plans that reinforce the strategy and further the results.

Based on your specific needs, SAM will lead the communications start-up, facilitate the communications strategy and plan building process, and help to deliver the components of the plan as needed.

Outsourced services

With your laser focus on serving members and customers, it may be challenging to cover all the bases on your communications wish list. That's where SAM comes in. To ease the load, SAM offers outsourced services that can supplement what your team already handles well. We can help you:

- Write articles
- Edit copy
- Draft news releases, announcements, letters
- Create presentations
- Design flyers, newsletters, other vehicles
- Coach and train new employees hired to help with communications