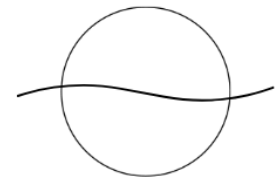


March 21, 2025

Mrs. Ashley Wilson
Founder and Director, Curt's Closet
1101 3rd Ave SE
Cullman, AL, 35055



NEXT WAVE

EST.
2025

Dear Mrs. Wilson:

My name is Mia Holt, and I am the Director of Communications and Content Creation for Next Wave PR Agency, a group of aspiring PR professionals dedicated in building upon our client's missions and values.

Upon coming across Curt's Closet, Next Wave PR was deeply moved by the mission and vision demonstrated within the organization. Giving back to one's community is a sentiment shared and supported throughout Next Wave PR, and we would like to offer our services to aid in further growing Curt's Closet's presence in Cullman, Alabama.

Next Wave PR has thoroughly researched and analyzed Curt's Closet's strengths, weaknesses, opportunities for growth, and potential threats relating to its current communications channels, and crafted a campaign tailored to suit potential needs of the organization. We would like to submit a proposal for your consideration.

Within the proposal, there are three main objectives Next Wave PR will address:

1. Strengthening Internal Operations
2. Increasing Community Awareness and Engagement
3. Planning and Executing a Fundraiser

Also included within the proposal is an executive summary, communications evaluation, situational analysis, campaign timeline, and additional information about Next Wave PR's team.

At Next Wave PR, we strive to amplify the voice, presence, and mission of the clients we represent. However, it is not often that the mission of an organization resonates so deeply within our staff. Given the opportunity to represent Curt's Closet, Next Wave PR will commit to executing the highest-quality work achievable.

Attached for your convenience is a copy of the campaign proposal. We look forward to your response, please do not hesitate to reach out if you have any questions.

Thank you for your time,

Mia Holt
Director of Communications and Content Creation
Next Wave PR
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