



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

## What is an Expert Organization?

When you're ready to apply for TELUS Fund financing, you'll need to submit a Letter Of Support from one or more recognized health organizations. We call these **Expert Organizations**.

The TELUS Fund program guidelines define Expert Organizations as not-for-profit organizations, headquartered in Canada, and not related to or affiliated with the producers. In their letters of support, they should:

- Describe the health problem and why it matters
- Explain how the project's content is taking a fresh approach to the health topic
- Describe how the content will promote the health and well-being of Canadians
- Commit expertise to ensuring the highest standard of accuracy, integrity, fairness and comprehensiveness in the treatment of the subject matter
- Commit resources to increasing discoverability of the content within their network

## Working with your Expert Organization on audience development

Expert Organizations can offer a real boost when it comes to audience development. It's likely they already have an established digital presence with social channels, a website, a curated email database and other potential opportunities to highlight your project. Consider your Expert Organization as a type of 'influencer' - organizations with strong online followings present ready-made audiences for your project.

It can be helpful to assess an Expert Organization's digital activity before building an Audience Development plan. Consider the following questions when looking to partner with an Expert Organization:

- How strong is their social media following?
- Where does their audience appear to gather? Is their Facebook page more of a community hub than Instagram or Twitter?
- Do they have an email database that can be leveraged to drive awareness of your project?
- Do they have a website that provides resources, information and further content on the health matter?
- What types of content does the Expert Organization share across their digital channels?

By asking these questions early on, you can start thinking early about how to drive awareness of your project throughout the Expert Organization's pre-existing audience.