

# ENGAGEMENT LETTER

HazelPiper Creative + The Direct Care Alliance

This letter outlines the terms of engagement between HazelPiper Creative and The Direct Care Alliance, effective **June 1, 2026**.

## Scope of Services

- Three (3) LinkedIn and X posts per week (Monday, Wednesday, Friday), written in the voice of the Direct Care Alliance Executive Team
- 50–75 Apollo.io outbound prospects per month, with sequence setup
- Monthly messaging refinement
- One 30-minute monthly strategy call with the Direct Care Alliance Executive Team
- Shared content calendar and monthly performance report
- Direct access to Gwen Diede during business hours via email or text

## Workflow and Approvals

Each month's content will be delivered the Monday before the cycle begins. The Direct Care Alliance Executive Team will review and approve by Wednesday, after which HazelPiper Creative will schedule and publish. If approval is not received by the Wednesday deadline, HazelPiper Creative may, at its discretion, hold the posts or publish previously approved evergreen content until the schedule is restored.

Replies to outbound email sequences will be routed directly to the Direct Care Alliance Executive Team for personal follow-up. HazelPiper Creative will not respond on the Client's behalf.

## Fees and Payment

**\$950 per month**, invoiced at the start of each engagement period and due upon receipt. Payment is accepted via ACH or Zelle. Balances unpaid after fifteen (15) days will accrue interest at 1.5% per month.

## Term and Termination

The initial term is three (3) months (June through August 2026), continuing month-to-month thereafter. Either party may terminate or pause this engagement upon sixty (60) days' written

notice, allowing for the orderly wind-down of active outbound sequences and scheduled content.

### **Ownership**

All content, prospect lists, and Apollo.io data produced under this engagement remain the property of The Direct Care Alliance. HazelPiper Creative retains ownership of its pre-existing tools, methodologies, and the HazelPiper system.

### **Confidentiality**

Each party agrees to maintain the confidentiality of the other's proprietary and non-public information, both during and after the term of this engagement.

### **Independent Contractor Status**

HazelPiper Creative is engaged as an independent contractor and is solely responsible for its own taxes, insurance, and benefits. Nothing in this engagement creates an employment, partnership, or agency relationship between the parties.

### **Governing Law**

This engagement is governed by the laws of the State of Texas. Any disputes will first be addressed through good-faith discussion between the parties before any further action.

### **Acceptance**

To accept these terms, please sign below. Upon countersignature, this letter will serve as the engagement agreement between the parties.

#### **HazelPiper Creative**

Signature: \_\_\_\_\_

Gwen Diede, Founder

Date: \_\_\_\_\_

#### **The Direct Care Alliance**

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_