

# HB2823 Outreach

# March 2012

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	28 Develop Plan	29 Plan Review Mtg Leadership Ok'd	1 Notify AEA Staff <b>Start Developing Materials</b>	2 Cont. Developing Materials	3 Review Information to Local Leaders	4 Leadership Ok's Memo to Leaders
5 Memo to Leaders Delivered	6 Compile worksite Materials <b>Develop statewide organizing materials (1pg)</b>	7 Review Worksite Materials <b>Leadership Ok's Automatic Call to Worksite Reps Leaders Conf. Call</b>	8 Worksite Materials Del. <b>Pre-AEA Lobby Day Meeting (TBD)</b> <b>AEA Website (LAC Link)</b>	9 Senate Targets Identified	10	11
12 <b>AEA Lobby Day</b>	13 Automated Calls with Members (Action) <b>Email Blast -Leg Update</b>	14 Conference call with Members	15 Patch-thru calls to Senate (if necessary)	16 Statewide Press Conference (TBD)	17 Media Responses (If Necessary)	18
19 Inactive Member Mailing Drops	20	21 Active Member Mailing Drops	22 Conference call to update Leaders	23 Conference call to update members	24	25
26 Email Blast Update	27 Review Campaign	28	29	30	31	

## EVENTS

### Communication

Local Leaders  
Members  
Press

### Mailings

Inactive Members Mailing  
All-Member Mailing  
Email-Blasts

### Outreach

Like Minded Organizations  
Targeted Senators  
Worksite Organizing