

Your 2010 Advocacy Strategy

PPAI will provide specific guidance and direction for the items in italics

Status	December 2009
	1. Analyze execution of 2009 goals
	2. Set clear 2010 goals with measurable outcomes
	3. <i>Build relationships with key staff – Adopt a Legislator</i>
January 2010	
	4. Attend EXPO education courses
	5. Send New Year's message to members and legislators
	6. Recruit new advocates
	7. Watch State of the Union and review PPAI's analysis
February 2010	
	8. Review committee assignments
	9. Visit new freshman legislators
	10. <i>Post links to PPAI LAW on Regional site</i>
	11. Plan participation in PPAI's LEAD
March 2010	
	12. <i>Participate in LEAD</i>
April 2010	
	13. <i>Poll advocates to reveal relationships with legislators</i>
	14. <i>Set up meetings with state legislators based on LEAD model</i>
	15. <i>Coordinate legislator visits to facilities</i>
May 2010	
	16. Build advocate photo album
	17. PPAI LEAD followup: send thank you notes
	18. Display LEAD participation at meetings and shows
	19. <i>Begin building 2010 archives</i>
June 2010	
	20. <i>Encourage members to follow PPAI LAW on Twitter</i>
	21. <i>Conduct 6-month analysis of advocate communications</i>
	22. Attend legislative education sessions at LDW
July 2010	
	23. <i>Mobilize grass tops network</i>
	24. <i>Update candidate profiles & distribute to members</i>
August 2010	
	25. <i>Meet with representatives during August recess</i>
	26. Recruit new members/update advocate list
	27. <i>Conduct activist training</i>
	28. <i>Encourage voter registration</i>
September 2010	
	29. Follow up with legislators visited in August
October 2010	
	30. Celebrate victories and praise advocates
November 2010	
	31. <i>Send congratulation notes to newly elected</i>
	32. Review/clean up website to ensure content is current
	33. Analyze/report session's advocacy efforts

