Member Outreach:

Activity	Date	Description/Materials/Tasks	Volunteers/Person responsible
Launch party	7/12/2016	Invite members Have laptops on hand Have rack cards available	List names
Constant Contact announcement	7/12/2016	Develop message Develop referral code	Communication Director/ED
Facebook announcement	7/12/2016	Develop message Develop referral Code	Communication Director/ED
Webinar	7/20/2016	Fine tune our presentation Develop referral Code Send announcements	Communication Director/ED
Support group meeting	8/10/2016	Develop presentation Bring laptop Bring materials (brochures, etc)	List name

Non-member Outreach:

Activity	Date	Description/Materials/Tasks	Volunteers/Person responsible
Press release	7/11/2016	Write release Send by Constant Contact or?	None
Contact XYZ clinic to add badge to site	7/5/2016	Create referral code Send badge	List name
Contact bloggers	7/12/2016-7/31/2016	Write blog posts Create referral code Contact bloggers	List name
Health fair	9/5/2016	Contact sponsor of fair for information on how to participate Prepare materials to bring/signage/booth Recruit volunteers	List name
Contact XYZ listserv group	9/10/2016	Develop message to be sent to them Develop referral code Make contact	List name