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 FOR SOCIAL RESPONSIBILITY

**PA State Alliance of YMCAs**

**Advocacy Week 2015**

**Suggested Timeline/Chart of Work for Planning Advocacy Event**

<b>DATE</b>	<b>ACTION TO BE COMPLETED</b>	<b>INDIVIDUAL RESPONSIBLE</b>	<b>COMPLETE D</b>
April 30 <sup>th</sup>	Return postcard to Alliance Executive Director confirming participation in Advocacy Week		
May 29 <sup>th</sup>	Complete preliminary planning of advocacy event		
June 1 <sup>st</sup>	Send invitation letter to all local, county and state elected officials		
June 30 <sup>th</sup>	Follow up phone calls to elected officials inviting their attendance		
July 15 <sup>th</sup>	Send Media invitation to all local media outlets		
July 30 <sup>th</sup> to August 1st	Send press release to all local media outlets with specific information about advocacy event (1 week prior to event)		
August ???	ADVOCACY EVENT 2015		

NOTE: This chart is solely to be used as a guide in preparing to host an advocacy event. Please revise and extend this chart as your needs require.