

AUGUST RECESS

LETTER TO THE EDITOR EVENT

Team

Name

Phone

Email

A key strategy for persuading elected officials on an issue is to bring their attention to the broad public support or opposition that exists for the issue you are working on. We know through experience that elected officials pay close attention to the press coverage in their local news outlets because they know that such coverage both reflects opinions among their constituents and influences the opinions of others. You can use rallies to get your issue covered in the local press—and in front of your elected leaders.

When planning a rally event, it all comes down to these key elements: message, speakers, and location.

Message

What newspaper headline would best describe your event if successful?

Speakers

Rally events typically have 3 types of speakers:

A **surrogate** is a person who can be considered a “local celebrity” and would help to attract media interest.

A **validator** is a person who can speak with authority on the subject, and who your audience will consider a trusted expert.

A **constituent** is a person from the community who is impacted by the issue.

Logistics

Where will this event be (remember to think through audience size, accessibility, and connection to the topic/issue when picking a location)?

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Who on your team is responsible for locking in a location?

Event day:

Event time:

Who will reach out to local press?

Agenda

An effective rally event typically follows the following agenda:

1. Welcome
2. Speakers
3. Call to action
4. Thank you & wrap up

Recruitment

List some ideas the team has as to how you will make sure your community knows that this rally event is happening and how they can participate? Make sure to plan out who will take on each outreach idea.

E.g. Creating a Facebook event and promoting on social

Who is responsible for confirmation calls? _____

Next Steps

When will your team meet again?

Date:

Time:

Location:

What do you need from OFA? (Email organizing@ofa.us, please include your city and state)

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