

## Focus Day 2009

### Request for FD Subcommittee Volunteers: Projects

As of 2008 Dec 08

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Thanks for everyone's patience as we've pulled together planning. FD is a big undertaking as it evolves to better address the current legislative climate.

This lists the tasks and objectives requested of members volunteering to join the Focus Day Subcommittee. We will work with you as needed to understand, develop, and produce these projects – most have a subcomm. chair already leading each category.

Please accept in advance our abundant appreciation and thanks for working together to make FD the most successful, visible, newsworthy, influential and precedent-setting advocacy commitment we undertake this year!

#### **1) Field Leaders – Onsite Support by Day-of-Event Volunteers** (needs Chair)

Arrive at the Capitol by 10:30 or earlier on Focus Day to help attendees check in and assemble, to hand out support materials, to be visible 'anchors' during the staging process to get attendees in place for the Rally on the Steps, be a source for in-crowd Q&A, etc.

#### **2) Social Network Mediums**

Create meaningful presence and tools on Facebook or other networks to develop reach to broad audiences through modern tools and current social environment.

**Create viral invites and links:** steer audiences to central resources of WSPTA RSVP and WSPTA FD Resources;

**Inspire FD participation, both virtual (online CapWiz) and in person:** develop methods and means to inspire and engage members (and non-members) in ownership of FD and FD objectives.

**YouTube Virals:** Plan and prepare video clips to promote the Rally.

**Event Video:** work with a lead to document on your hand-held video camera the various activities before, during and after the event, to be made into short clips to leverage additional exposure over the next year, until FD10!

#### **3) Create template graphics and signs for downloading from WSPTA**

To 'democratize' the event promotion and minimize a central cost and overhead, templates of various signs will be available at the website for anyone to download and print as-is, or customize and print in whatever manner or medium they wish. The committee will develop visual parameters, design standards, verbiage, and use instructions (application, how to mount, how to carry, how to dispose of

afterward, etc) per sign application. Template files should be made in a widely-available format (Word?) and size (8.5 x 11). Provide flexibility in range of how downloaders may personalize. Design brilliance is not the priority goal – visual uniformity between the majority of signs, ease of access, ease of editing, ease of printing, and ease of use are the goals. Types of signs would include:

- **Bus & Car Window Signs:** to place in vehicle windows for all stages of transportation – assembly in a departure parking lot, show passersby on the way to & from, and most importantly, while parked at the Capitol Campus for visual ID (both to passerby's and attendees to find their transportation home).
- **Rally Signs – Geographical Area ID:** simply convey what part of Washington they are from, whether town, city, school district, county, etc.
- **Rally Signs – Issue ID:** a sign for each of the Top 5 Issues, and that could be edited for another LA or platform issue.
- **Rally Signs – Advocacy Partner ID:** a template to allow other orgs to be associated yet individually recognized in the crowds.
- **Rally Signs – Slogans:** some WSPTA generic, others FD-specific; likely to be done last as we'll most likely know just prior to FD what we wish to target (signmakers not be creating the slogans, but making them into signage).

#### **4) FD Admin Signs – Our Event Use (needs Chair)**

Create, make and put up and take down all instructional signage

- **Olympia Campus – Parking Areas:** (?) simple directions on where to go from there
- **Olympia Campus – Bus Area:** (?) simple directions on where to go from there
- **Olympia Capitol Bldg – Lower Hallway:** directions toward Columbia Rm, directions toward Capitol Steps
- **Olympia Capitol Bldg – Columbia Rm:** TBD (Regions? LDs?); directions toward Capitol Steps
- **Sign Patrol – On Focus Day:** Remove all signage, pick up interior and exterior.

#### **5) Support local councils and units**

**Support FD participation, both virtual (online CapWiz) and in person:** provide support to inspire and engage members (and non-members) in ownership of FD and FD objectives.

**Coordinate transportation programs around carpools and charter buses:** one of the components we've designed in the RSVP system through Zoomerang will collect data on attendee's interest in organizing a carpool or bus, or to ride in one. Depending on volume of interested RSVPs, a lot of help may be needed to coordinate and connect folks.

5) Support local councils and units cont.

**Initiate contact and develop participation with local-area advocacy partners.:**

we'll produce some generic support materials and talking points for local councils and units to share with local branches or members of fellow advocacy organizations (hopefully, much of the same info will be coming down parallel paths from those orgs – or we can help send it back up).

**Solicit and record local funding stories:** create a mechanism and infrastructure to solicit, compile, collate and record stories from locals on how underfunding is impacting their districts, schools and students, and share the stories through various channels to legislators, media and other audiences.

**Cultivate media coverage for the event and disseminate advocacy info.:**

produce some generic support materials and talking points for local councils and units to initiate with their local media.

*More chores and tasks will surely arise!*