



Writing a Grassroots Media Plan

It is important that your campaign put together a grassroots media plan to chart, clarify your objective and ensure you keep on track to hit all of your goals for the month.

Your grassroots media plan should include the following components:

- Objective
 - Clearly lay out what it is you're trying to accomplish
- Upcoming events
 - Before charting out your calendar of activity, it is critical to outline key events around which your plan will revolve (i.e. upcoming legislative votes, holidays, and key campaign events such as a new website rollout or event with a lawmaker.)
- Calendar of activity
 - It is important that you plot out in advance what media goals you wish to accomplish and your plan for amplifying your message.

Sample Grassroots Media Plan for March 2019

Objective

This grassroots media plan will outline the Voices for Healthy Kids Maryland Campaign's Strategy to build awareness and support policy objectives for the month of March 2019. This month will be especially busy for our campaign as we have several key legislative events as well as scheduled events with state lawmakers. This plan will enable our campaign to meet our goal of spreading awareness around these events.

Upcoming Events

This month, in addition to spreading general awareness of our campaign, we will have concentrated media pushes around:

- Rollout of HB 2132 (The Healthy School Lunches Act) - March 5th
- Townhall event with State Senator Mike Thompson - March 27th

Calendar of Activity

March 5th through March 9th

- Place 4 LTE's in support of HB 2132 in the Baltimore Sun, The Maryland Coast Dispatch and the Owings Mills Times
 - Identify key activists in each of the following districts to place LTEs:
 - House Districts 1, 14 and 28; and Senate Districts 2 and 14.
- Place one op-ed in support of HB 2132 in the Baltimore Sun
 - Identify one grassroots advocate to place op-ed.
- Secure radio interview for Voices for Healthy Kids MD Campaign leader Derek on The C4 Show.

March 28th

- Secure coverage of townhall event with State Senator Mike Thompson with WMAR, WWPB, WJAL and The C4 Show (ask the C4 Show host to MC the event).

March 29th

- Place 1 LTE thanking State Senator Mike Thompson for participating in the event and for his support of HB 2132 in the Baltimore Sun.

March 30th

- Op-ed from State Senator Mike Thompson drops in the Baltimore Sun in support of HB 2132.