

## **ASEA Strong! Alaska: Planning Document**

[Return completed form to ASEA Strong Campaign Coordinator]

### **DATA**

- 1) What are your current membership, agency fee payer, and PAC numbers?
- 2) What are your ASEA Strong goals? For example: 90% membership; 80% of members contacted and assessed; 5% trained activists, and 10% PAC contributors.
- 3) How many new members need to be signed, how many assessments of current members, new PAC contributors, and trained activists are necessary to reach your goals? (See **ASEA Strong! Goals**)
- 4) Break down the numbers to reach your goals from above into smaller goals based on a nine to 12 month campaign. What are your monthly and weekly goals? Divide total numbers needed to achieve goals by 12 (monthly) and 52 (weekly) to get these numbers.

### **CAMPAIGN STRUCTURE**

- 1) Who will oversee data in your area? [Responsible for making sure Coaches and All-Stars have their lists they need and they gather and track conversation data from the field.]
- 2) Who do the All-Stars reporting the results of their member conversations to, e.g. contact sheets, member cards, PAC sign-ups, etc.? Will All-Stars be assigned a Coach for follow-up and tracking? Establish frequency and format of reporting.
- 3) How do activists get know who they are contacting? How do you prevent duplication?

### **NEXT STEPS:**

- 1) Is there a need for additional Coaches training to support All-Stars?  
Do we need to schedule a date for All-Star trainings or train-the-trainer?
- 2) Are there existing meetings or gatherings that can be used to incorporate ASEA Strong All-Star Training?
- 3) Are there certain groups/areas that you will strategically prioritize based on numbers or other reasons?