

Checklist for Launching the Be There Campaign

Done	Task	Responsibility	Completion Date
	To get started, contact Sheila Weiss, National Campaign Manager: 941-349-3836, Sheila@vossandassociates.net.		
	Secure internal buy-in. Show website to staff and supervisors to see if there is sufficient interest. Superintendent must support the campaign.		
	Promote internally with possible presentations to those who need to support the campaign: School board members Superintendent's executive staff Principals Links to PowerPoint presentation, flyer, principal materials		
	Alert Sheila Weiss that your district is ready to proceed.		
	Sign and return agreement. (Link to agreement)		
	Review samples of materials and decide on components and specialty items Links to brochure/invitations, posters, direct mailers, PSA		
	If desired, seek sponsors: media, local businesses, foundations, etc.		
	Send request to begin production on your selected campaign materials to Sheila@vossandassociates.net		
	Send district's and sponsor's logos to Sheila@vossandassociates.net, if they are to appear on the campaign materials.		
	Adapt materials to your district's goals and priorities.	Voss & Associates	
	Approve drafts.		
	Get printing quotes.		
	Begin purchase order process.		
	Get materials printer-ready.	Voss & Associates	
	Produce television Public Service Announcement.	Voss & Associates	
	Distribute materials and specialty item order forms to schools.		
	Determine date and site for launch.		
	Arrange for parents and students to share real life stories at launch.		
	Contact media for support and coverage		
	Share participant log-in information with principals (user name and password will be provided)		
	Insert Be There logo on district's materials		
	Remind parents to Be There in speeches, presentations, meetings, outreach telephone messages, on-hold phone messages, marquees, etc.		
	Use PSA on website, show at meetings, broadcast on local television stations		
	Determine use and/or distribution of DVD.		
	Sustain for at least two years		