

Checklist for Launching a Generic, Statewide Be There Campaign

Done	Task	Responsibility	Completion Date
	Sign up with the statewide sponsoring organization		
	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 promote the campaign: School board members Superintendent's executive staff Principals Links to PowerPoint presentation, flyer, principal materials		
	Decide if you want to add additional materials to the complimentary state materials and/or personalize them with your logo, name and copy that reflect your district's goals. You will be responsible for the printing and duplication of these materials If so, contact Sheila Weiss, National Campaign Manager: 941-349-3836, Sheila@vossandassociates.net		
	If proceeding with personalized materials, go to Checklist for Launching for next steps (LINK). If proceeding with generic materials, go to next step below.		
	Distribute materials and specialty item order forms to schools		
	Coordinate date for launch with state organization.		
	Select launch site in your district.		
	Arrange for parents and students to share real life stories at launch.		
	Contact local 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.		
	Determine use and/or distribution of DVD.		
	Sustain for at least two years.		