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?