

**I. Introduction to (State)**

- a. Intro - Previously, what has CER done in state prior to plan and generally what we are going to do/purpose – i.e. CER assisted in changing x laws in (State) ..... But not good enough.....Uniquely positioned to initiate and build the foundation for sustained CS equity and increase awareness in (state).

**II. Objectives/Goals in (State)**

- a. (Objectives for equity campaign)
- b. (Specific goals of Campaign)

**III. What our research reveals**

- a. **Audience** – climate, support infrastructure for equity lawsuit success, potential for increased population awareness, and potential for additional funding avenues from state funding sources/individuals. On board, getables, and forgetables.
- b. **Opportunities** – how is CER going to right the wrongs within state. i.e. support is higher in this demographic group than any other. Our pervious success in amending x law enables y to happen.
- c. **Challenges** – obstacles that CER will overcome during tenure of program. Political, judicial, legislative and or grassroots. What are the specific obstacles in this state that will make it difficult to advocate, increase awareness, and or win an equity battle.

**IV. Current Conditions**

- a. **Where is (State)** – current conditions, can reference NCEP Target State Strategy Sheet information from Michael Musante.
- b. **Focus of Potential Effort** – can reference NCEP Target State Strategy Sheet information from Michael Musante.

- c. *Summary of (State) Law* – sum current equity laws and can reference NCEP Target State Strategy Sheet information from Michael Musante.
- d. *Political Environment* – sum current political environment and can reference NCEP Target State Strategy Sheet information from Michael Musante.

V. *Program Strategies*

a. *Communication/PR*

- i. *Reaching the target audience* – specific actions and deliverables for reaching intended audience.
- ii. *Developing effective messages* – messaging for program and national exposure. Maybe include bulk purchasing across all state plans, how CER may use and expose individual successes for national effort/pr campaign.
- iii. *On the Ground marketing*
  - 1. *Collateral materials*
  - 2. *Strategic Advertising*
  - 3. *Print, Television, radio, Guerilla, events*
- iv. *Media Relations*
- v. *Events, outreach, ...*
- vi. *Coordinated rollout*

b. *Judicial/Legislative*

- i. *Constitutional foundation for equity battle* – need specifics from Legal team. Strategy, approach, and success factors.
- ii. *Supporting local leaders/advocacy* - plan for utilizing locals for equity campaign; plaintiffs, groundswell support, influence legislators/leaders; stir pot of parents local organizations.

- iii. *Tactics for success* – judicial and legislative tactics for winning public opinion and equity suit, ongoing sustainability to change CS laws, perception and support after suit is won.

**c. Partnerships**

- i. *Nonprofit/Community partnerships* – partner with TK orgs in state (who/why) to increase awareness and knowledge; parents, legislators, other decision makers.
- ii. *Business partnerships* – business leaders in state, potential funding sources for program (who may influence decision makers), and other entities who could support, evangelize, and coordinate effort's.
- iii. *Maximizing Partnerships* – partnership strategy; overall strategy. Why use partners, how partners will build the strong infrastructure and support base to win the equity battle.
- iv. *Sustaining partnerships* – how they help after the battle is won. How they can evolve the mission/goals of the initial program to leverage new battles/successes in there state. Conclusion of why we will play nice with others, how they can help cleanup after the party.

**VI. Measuring Success (conclusion)**

What success looks like in (State)  
Measurable Outcomes/evaluation

**VII. Budget**

**a. Budget overview (narrative)**

**b. Budget items**

Overall Estimated Cost of (State) Equity Campaign 2006-2008

Budget Item	2006	2007	2008
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Legal			
General Research Support			

Local Counsel  
Management Retainer  
Material Costs

**Total Legal**

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**Communications**

Events & Collateral Materials

Call Center  
Tabletop Displays  
Point-of-Sale Cards  
Brochures  
Fliers  
Training Tool Kits  
Events  
Onsite Staff/Contracts per State  
Onsite Equipment & Supplies  
Travel Expenses  
Collateral & Promotional

**Total Events & Collateral**

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Paid Advertising

Radio Spot Production (2 Spots)  
Media Buy - Radio  
Event Promotion - Media Buys  
Print Advertising Production  
Print Media Buy  
Guerrilla Advertising Production  
Guerrilla Media Buy

**Total Paid Advertising**

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Research

Pre-campaign Benchmarking  
Post-campaign Survey

**Total Research**

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**Total Communications**

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**Management/Travel**

Strategic Planning  
Travel  
Consultants  
Surveys

**Total State Management**

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**Grassroots**

Startup in (state)

Management in Core States (8)

**Total Grassroots**

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**Core Personnel - Salaries and Benefits**

President

Vice President, External Affairs

Deputy, External Affairs

Associate Director, Policy

Associate Director, Media Relations

Associate Director, Outreach

Webmaster

Distinguished Fellow

State Consultants

**Total Core Personnel**

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**Overhead**

Rent

Printing

Maintenance and repairs

Telecommunications

Leased Equipment

Professional fees

Interns stipend

Furniture & Equipment

Insurance

Meetings-local

**Total Overhead**

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**Total Estimated State Program Budget**

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*c. Other Funding Sources for the Proposed Program*

**VIII. Timeline**