

## SUFC Communication Planning and Calendar 2010-2011

*Draft*

SUFC Communications vehicles: Recommend the coalition focus its communications vehicles to three general categories to instill consistency in look and feel and message delivery.

1. **SUFC Coalition News and Notes Bulletin** – A simple and brief recap of SUFC activity over the past two months, typically written/electronic. Include information on new members, legislative activity, national conference notices, etc... (Potentially 6x year or less, as content dictates.)
2. **SUFC Principles Reinforcement** – Sporadic, opportunistic communications that reinforce the core principles of the coalition and coalition activity that falls outside the timeline of the Bulletin. These are an opportunity to showcase member activity and programs that support various principles. Delivery mechanisms could vary (one-page summary, news article/blog submission, to informal brown-bag lunch meetings with targeted audiences).
3. **SUFC Alerts** – Infrequent and highly strategic communications on URGENT issues that the coalition needs to report on. Examples could be legislative call-to-action or other pressing needs.

### SUFC Communications Calendar

June 2010

- Coalition Definition Announcement (AKA “release”)
  - Statement of SUFC purpose and introduction of key principles
  - Distribution to key audience (Legislative staff, Fed. Agency staff, SUFC member organizations, allied organizations and associations, other)
- SUFC **Bulletin** Out (first edition)
- Short-term\* web updates
  - Principles of coalition
  - Legislative priorities
  - Definition of green infrastructure
  - Etc...
- SUFC Communication Protocols finalized
- Targeted legislation receives official SUFC endorsement
  - 3-4 pending green infrastructure legislation

- Distribution of formal SUFC endorsement letters to Hill

## July

- Brown bag lunches with EPA and DOT – focus on partner projects related to SUFC Principles.

## August

- Brown bag lunches with HUD and other – focus on partner projects related to SUFC Principles.
- SUFC website revisions
  - Expand web site content, add new “Members Only” page
  - Improve access to policy-related information for members
  - Implement additional subcommittee recommendations

## September

- SUFC **Bulletin** Out

## October

- Budget “reaction statement”

## November

- SUFC Principles Reinforcement
  - One-page summary of research, model programs, data or testimonials reinforcing the importance of SUFC principle
  - Sent to our strategic targeted audience

## December

- SUFC **Bulletin** Out

## January 2011

- Appropriate outreach and support efforts for annual SUFC meeting/reception etc.
  - Reception invitation recruitment and hosting support

## February

- Strong Advocacy outreach efforts
  - Forest Service U&CF Budget Recommendations, FY 2011
  - Other pending legislation of interest to SUFC membership
- Appropriate outreach and support efforts for annual SUFC meeting/reception etc.

#### March

- SUFC **Bulletin** Out

#### April

- Arbor Day announcement – other