Coalition to Keep Michigan Warm – Summer Strategy

Timing – likely in August

Activities

Town Hall

- Bi-partisan (or hold more than one) to discuss the importance of LIHEAP
- Would be held with a member of Congress present
- To be located in a key media market

In District Meetings

- Bi-partisan (or hold more than one) to discuss the importance of LIHEAP
- Would be held with a member of Congress present
- To be located in a key media market

Internal (and External) Call to action

- Utilize NEUAC or other call to action for email send to members of Congress
- Key target for action is a messaging to employees and supporters of CTKMW members
- Provide a toolkit for members to take advantage of this opportunity
- Discuss with NEUAC if there is a mechanism to better personalize for Michigan

5 Day Message Blast

- The 5 Messages Will be the Following:
  2. Energy is a Life Saver.
  3. Winter and Summer Severe Weather Safety.
  5. LIHEAP in the community and ways to Give.
- Messages would try to Utilize Earned Media to highlight key stories in target areas
- Op Eds would be submitted
- Perhaps Kick off with the fact that it is the CTKMW anniversary year

Resources

- A White Paper or Small Report Would be Produced to Go Along for Media Purposes
- Compile Information and Other Actions Members are Doing Now