

August Campaign: Release the Provider Relief Fund!

	Message	Argentum will provide to you	Call to Action
Week 1 (8/9): Building a Campaign for Seniors	<ul style="list-style-type: none"> Argentum Advocates (AA) blog & CEO memo lays out expectations for 5-week campaign 	<ul style="list-style-type: none"> Association coalition letter Senate letter to administration (TBD) Argentum's Administration & Capitol Hill contact list Week 1 sample tweets & suggested accounts (POTUS, WH, HHS) 	<ul style="list-style-type: none"> Send these letters to the Administration & Capitol Hill Engage your in-house communications teams to send provided week 1 sample tweets to suggested accounts
Week 2 (8/16): We Continue <i>Standing with Seniors!</i>	<ul style="list-style-type: none"> Argentum announces the relaunch of <i>Standing with Seniors</i> (SWS) website. Includes a clock counting the amount of time seniors have waited for relief since the PRF was created on 3/27/20 	<ul style="list-style-type: none"> Press release for SWS relaunch Initiation of geofencing ad campaign Op-ed in targeted states (drafted by <i>Blueprint Communications</i>) Week 2 sample tweets that link back to new SWS website 	<ul style="list-style-type: none"> Send state infographics (on SWS website) to Administration & Capitol Hill Use SWS website to directly contact the Administration & Capitol Hill (via VoterVoice) Send week 2 sample tweets that link back to SWS website
Week 3 (8/23): Calling on the Administration	<ul style="list-style-type: none"> Argentum's new PRF letter to administration will be distributed through AA blog & CEO memo Announcement of constituent outreach data tracked by VoterVoice (# of letters, individual contacts, etc) 	<ul style="list-style-type: none"> Argentum's letter to the administration Op-ed in targeted states (drafted by <i>Blueprint Communications</i>) Week 3 sample tweets on PRF, vaccination rates, and Delta variant 	<ul style="list-style-type: none"> Send the text of Argentum's new letter (using your corporate letterhead) to Administration & Capitol Hill Continue using SWS website to directly contact the Administration & Capitol Hill (via VoterVoice) Send week 3 sample tweets that link back to SWS website

<p>Week 4 (8/30): Activating the Grassroots</p>	<ul style="list-style-type: none"> • Argentum leadership pre-records video messages on urgent need for PRF and how to submit your own short video • Continued updates on collected constituent outreach data via the AA blog & CEO memo 	<ul style="list-style-type: none"> • Template for 20-30 second video describing on-the-ground conditions that may be reposted to Argentum’s social media accounts • Op-ed in targeted states (drafted by <i>Blueprint Communications</i>) • Week 4 sample tweets on operating at a loss/facility closures 	<ul style="list-style-type: none"> • Record 20-30 second personal “Your Story” videos • Send videos to kloeber@argentum.org for editing & posting • Continue using SWS website to directly contact the Administration & Capitol Hill (via VoterVoice) • Send week 3 sample tweets that link back to SWS website
<p>Week 5 (9/6): Labor Day Call to Action [Final Week]</p>	<ul style="list-style-type: none"> • Argentum will announce all accomplishments throughout this campaign via the AA blog & CEO memo • Coalition press conference calling for PRF to be immediately released 	<ul style="list-style-type: none"> • All previous material from this month’s campaign • Shareable file or link of coalition press conference video • Media contact list • Week 5 sample tweets on immediately releasing the PRF 	<ul style="list-style-type: none"> • Share coalition press conference with provided contacts • Finish using SWS website to directly contact the administration and members of Congress (via VoterVoice) • Send week 5 sample tweets that link back to SWS website