

TASK
5

Worksheets

Providers and Payers

Clinicians, Hospitals, Insurers,
Community Health Centers

Public Health and Disparities

Health Departments, Universities,
Coalitions, Faith/Community-based



Employers and Commercial

Non-traditional partners, corporations,
pharmacy, labs

Policy and Advocacy

Policy-makers, media, patient groups,
501c4, survivors

TASK 5

Worksheets

How will you reach out to new members?

- Create 60-second elevator pitch
- Develop talking points for leadership, staff, and members
- Share customizable email templates
- Assign Steering Committee and leadership to outreach efforts

What should you place in the orientation packet for a new member?

- "The Case"
- Member Application Form
- Overview of vision, mission, structure, and activities.
- Organizational Chart
- Member List
- Member Roles and Responsibilities
- Time commitments and expectations
- Calendar of Events
- Accomplishments, if available
- Existing resources (Link to 80% by 2018 Talking points, 80% pledge, fact sheets, communications guide book, etc.)

Create a website and email newsletter