



How to Plan for Caregiver Awareness Day

- Identify the opinion leaders you want to influence most with your Caregiver Awareness Day activities.
- Write out your objectives -- more members, more funding, higher visibility?
- Get agreement among the members of your organization on which activities to undertake. Pick 1-3 activities that are a good fit for your group and community.
- Set specific and realistic goals with the resources you have at hand
 - Identify what money and in-kind you'll need and how you'll get them.
- Develop a plan that includes
 - Target audiences
 - Objectives
 - Existing community events that you can partner with
 - Timeline with monthly milestones
 - List of coalition members and volunteers that you will need for each activity
 - Specific committee or individual assignments
- Create a press plan
 - List a few story ideas that will be of interest to your local or state press
 - News – the facts about caregivers and the contributions they make
 - Human interest – choose 2-3 of the most interesting people stories
 - Events – which ones will attract press?
 - Choose a primary coalition spokesperson
 - Distribute and discuss messages
 - Target publications and broadcast outlets
 - Choose specific reporters to pitch at each publication
 - Healthcare
 - Community news
 - Seniors
 - Business
- Start planning activities as soon as possible