

Altrusa Great Read

Club Action Plan – Sample

Please note that this is a guideline for clubs which you may need to adapt to your own community needs and club resources. You may wish to include additional literacy day activities that your club has planned.

Task	When by	Who	Resources/Notes
Identify schools/businesses and other organizations in the community to invite to participate. Source contact details	End of June 2011		Determine club resources and how many schools/organizations you wish to contact. Identifying a contact person may result in higher uptake than a Dear Sir/Madam approach
Send letters to schools/businesses and organisations in community.	End of July 2011		
Follow up phone calls to selected schools/businesses and organizations in community	Mid August 2011		Uptake may be higher if a follow up phone call is made to your contact person.
Put posters out on community noticeboards	Mid August 2011		
Drop flyers into mail boxes or to local businesses	Mid August 2011		
Drop AGR bookmarks to the local library to be distributed on Monday and Tuesday of Literacy Week.			
Make contact with local media (radio/newspaper, community newsletters etc) and send advanced press release	Mid August 2011		
Follow up phone call to selected media contacts	3 days after sending press release.		Follow up phone call may increase uptake and allows reporters to ask questions if they have any. The Literacy Fact Sheet might prove useful to flesh out the sample press

			release with additional facts and figures.
Send Literacy Day press release to local media. Arrange possible photo opportunity for International Literacy Day with the media.	6 th of September		Ensure that any photo release forms required are completed (see District website)
Send post AGR press release to local media.	9 th of September		If they have a photo the article is more likely to make it into the media. Note an email from District will be supplied with participant numbers ex website registrations to add to your article.