

An initial visibility campaign?

We agreed April 13 that our first joint project should be a visibility campaign with these pieces:

- a. MBTA signs
- b. Tabling
- c. Visibility actions
- d. A kickoff event

Here's what it'll take to organize each piece. What can you do? Can your group take just one piece and do all of that?

a. MBTA signs

- Signs will be provided free by the national Winning Democracy coalition. We recommend adding tearoff cards for about \$2, which with the T's \$10 non-profit rate will bring the cost per sign to \$12 -- \$1200 for their minimum of 100 signs.
- We'll raise that \$ with a direct mail appeal. Sarah Clarke is drafting a letter to show at May 11's meeting. We need you to:
- Bring a mailing list (preferably on labels!) May 11. Bring a broad list, not just your core -- the mailing itself is an outreach and publicity device which we'll use to launch our visibility campaign. If possible, also bring a contribution to cover some or all of the mailing costs (about 33¢ per name).
- or
- Get an agreement from your group to include the T-sign appeal in your next newsletter or committee mailing.
- We'll need a big mailing party by May 20 (set the date May 11). It may include a great speaker on El Salvador, beer, maybe even new videos.
- Meanwhile, we need a few volunteers to call the MBTA and walk through the whole process of getting the sign up -- a critical short-term job.
- And one or more people to process returns from the mailing. We need the money in hand by mid-June. We propose that any extra go to pay our campaign expenses.
- Question: should we put up another 100 signs in September?
Related question: should the visibility campaign last through October? December?

b. Tabling

- CASA's El Salvador Committee and the Student Central America Network have both expressed interest in tabling this summer. Add some local Central America committees and we've got a potentially strong tabling effort.
- Tabling should start immediately at Central America events to publicize our campaign, get volunteers and contributions. Two events we should certainly cover are: John Stockwell speaking at MIT May 3; and the veterans' oats convoy festival/sendoff at Boston City Hall plaza the afternoon of Sunday, May 22. Everyone should come to that with banners, leaflets, sign up large numbers of volunteers and kick off our tabling campaign on the street. (One convoy truck is going to ES and there'll be an ES speaker.)