

# Grassroots Campaign Plan

## S 2680, the Mental Health Reform Act of 2016

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**Goal:** Senate passage of S 2680 by Memorial Day recess

**Campaign Strategy:** Unified, persistent message during May by wide range of stakeholder groups

**Campaign Tactics:**

### Social Media

- 100,000 signatures on [change.org MH reform petition](#) for delivery by Summit
- Twitter campaign (#mentalhealthreform) (#Vote4MH) culminates in Thunderclap and Twitterstorm on 5/25, day before Summit
- Facebook posts that direct to petition, calls or emails (pick best choice for your constituents)
- Push turnout for Senators' Summit on 5/26

### Email/Calls

- 50,000 emails to Senators asking to call for a vote on S 2680 (and ask to cosponsor)
- National Call-in day to Senate asking for a vote on MH reform in June (DATE TBD)

### Print Media

- Op-eds placed in week 2, 3 or 4 in media markets of targeted Senators (See [Google Sheet](#))

### In-District Meetings

- In-district meetings with targeted Senators (See [Google Sheet](#)) consisting of an advocacy leader, criminal justice leader and local elected official or other influential partner

### Summit (May 26<sup>th</sup>)

- Fill Senate room for Senators' MH Summit and create visibility
- Petition drop

### Fly-Ins

- Partner group Hill Day visits feature consistent messaging about need to pass S 2680
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## Week 1: May 2-6 (Recess week)

### Social Media

- Social media assets to Comm contacts
  - Begin using your choice of images (or create your own) asap or per your social strategy
  - Determine whether your group will push people to sign petition or send emails or make calls
  - **Suggested Social Media theme of the week:** The price of inaction  
#MentalHealthReform
- Sample tweets to Comm contacts
  - Plan for Twitterstorm and Thunderclap on 5/25/16
  - Call on and engage celebrities to help drive Thunderclap
- Share [change.org MH reform petition](#)
  - Direct social to petition and/or use your listservs

### Email/Call Campaign

- Drive your members and advocates to call/email Senators, especially targeted members, to sponsor and pass S 2680

### Print/Broadcast Media

- Op-ed toolkit to Comm contacts
  - Sign up for media market where you have strength

### In-District Meetings

- Meetings being coordinated by NAMI
  - Sign-up on [Google Sheet](#)
- Sample talking points to Comm contacts for use in various venues
  - NACO to provide local elected officials (R's) for target states
  - Need advocacy leader in PA

### Summit

- Save-the-date to Comm contacts
  - Distribute to your staff and local constituents as applicable

### Fly-Ins

- AFSP collecting fly-ins information
- Sample Leave Behind distributed

## Week 2: May 9-13

Note: Conference call with Senators

### Social Media

- Facebook/social posts—drive to petition
- **Suggested Social Media theme of the week:** Why we need action with #MentalHealthReform

### Email/Call Campaign

- Drive your members and advocates to call/email Senators, especially targeted members, to sponsor and pass S 2680

### Print/Broadcast Media

- Continue to place op-eds
- Compile placed op-eds, provide press list for groups to send ICYMI to press

### In-District Meetings

- Continue meetings as applicable

### Summit

- Prep for visibility (signs, stickers, tshirts?)

### Fly-Ins

- Continue to note dates of fly-ins on Google doc spreadsheet
  - Confirm messaging and leave-behinds on MH reform

## Week 3: May 16-20

### Social Media

- Facebook/social posts—drive to petition or emails/calls
- **Suggested Social Media theme of the week:** Share your story and mention Senators with #Vote4MH

### Email /Call Campaign

- Drive email to Senators, especially targeted members to sponsor and pass S 2680
- MH groups announce national call-in day to push for vote (DATE TBD)

### Print/Broadcast Media

- Continue to place op-eds
- Prepare media statements or press releases
- Compile placed op-eds, provide press list for groups to send ICYMI to press

### Summit

- Senators announce Mental Health Reform Summit and agenda
- Determine where/when/how petition will be delivered

### Fly-Ins

- Continue to prep as applicable

## Week 4: May 23-27

### Social Media

- Facebook/social posts—drive to petition or emails/calls
- **Thunderclap** on 5/25
- **Social Media theme of the week:** Take Action with #Vote4MH

### Email/Call Campaign

- Drive your members and advocates to call/email Senators, especially targeted members, to sponsor and pass S 2680

### Print/Broadcast Media

- Issue **press releases** or media statements on Summit and Petition Drop on May 26
- Compile articles, op-eds, provide press list for groups to send ICYMI to press

### Summit (May 26)

- Fill the room for the **Mental Health Reform Summit**
  - Create visibility (signs, stickers, t-shirts? TBD)
- **Deliver petition to Senate leadership** (day and method TBD)

### Fly-Ins

- Continue to prep as applicable