| Week | Milestone | Messaging | Actions | Resources |
| --- | --- | --- | --- | --- |
| 1/2-6 | City/Towns Vote to Authorize Launch |  |  |  |
| 1/9-13 | **CPCNH** – prepare all materials for 2/1; Disperse logos with instructions; complete websites ensuring Member review; develop allowance and resource allocation process | [Logos](https://drive.google.com/drive/u/0/folders/1roRV4xU2H-s60iAH-WnYz6MCBog7a89e)  [Messaging document](https://docs.google.com/document/d/19lbKHAGDlirUqtwt1sn3aT6WN8QszplW/edit)  [Template Blurbs](https://docs.google.com/document/d/1Vn9LcWYbtG9aBJtxz-aA4PTyUZ13HYPjdhuAjxHyBzY/edit#)  [FAQ Template](https://docs.google.com/document/d/1NkyNs2LWBG7E2itDX77WHcZJ5UbwBSuLZlwJpNnsShM/edit)  Websites |
| 1/16-20 | **Members** – schedule to attend meetings, prepare elevator speech, get permission to hang posters/banners, get deadlines for newsletters/articles, prep by reading messaging documents, create videos | From CENH (coming soon)   * Hand Outs * Poster * Banner |
| 1/23-27 |  |
| 1/30-2/3 | 1/30 CPCNH RMC Meeting to Authorize Procurement | **CPCNH** - Get materials to Members  **Members** – Prep materials as needed |  |
| 2/6-10 |  | BIG IDEAS  What is Community Power?; Coalition Benefits; Coming Soon! | Social Media Posts (frequency?)  Posters/Sandwich Boards  Hang Banner  Attend Meetings  Local Newsletters  Info Session/Zoom  Run videos  Place Ads  Set Public Hearing - Date/ Time/ Location | Social Media content  Posters/Sandwich Boards  Banner  2-pager  FAQs  Fact Sheet (NEM, other?)  Newsletter article template  “Swag” (sticker w/ info?)  Regional Print Ad  CPCNH support (regional facilitator) |
| 2/13-17 | 2/16 CPCNH Board Sets Rates |
| 2/20-24 |  | BIG IDEAS + Specifics  Coalition Benefits, Rates, Mailer coming soon, Public Hearing Date | Social Media Posts (frequency?)  LTEs  OpEd  Hand out Flyers  Postcard mailer (pre-notification)  Info Session/Zoom | Social Media content  LTE outline  OpEd template  Flyers  Postcard design/postage  CPCNH Support (regional facilitator) |
| 2/27-3/3 | Customer Notifications Mailed |
| 3/6-10 | City/Towns Hold Public Hearings | Clear answers to FAQs; process; Coalition Benefits | Public Hearing w/ CPCNH Support | 2-pager  FAQs  “Swag” (sticker w/ info?) |
| 3/13-17 |
| 3/20-24 |  |  |  |  |
| 3/27-31 |  |  |  |  |
| 4/3-7 | Customers Enrolled/Program Launch! |  |  |  |
| 4/10-14 |  |  |  |
| 4/17-21 |  |  |  |
| 4/24-28 |  |  |  |

| **Resource** | **Est Cost** | **# Needed** |
| --- | --- | --- |
| Logos | CPCNH | 1 |
| Messaging document | CPCNH | 1 |
| Website | CPCNH | 1 |
| Posters | 10 for $105 |  |
| Sandwich Boards | $66 ea |  |
| Banner | $88 ea | 1 |
| 2-pager | 250 for $120/170 |  |
| FAQs | CPCNH |  |
| Fact Sheets | 250 for 120/170 |  |
| Swag |  |  |
| Social Media Content | CPCNH |  |
| LTE/OpEd outline | CPCNH |  |
| Flyers | 250 for $120/170 |  |
| Regional Print Ad | CPCNH |  |

Pricing (Staples)

Flyer (2 sided): 250 for $170

Flyer (2 sided): 250 for $120

Trifold: 100 for $99

Banner: $88

A-frame: $66

Stickers: 100 for $198

\_\_\_\_\_\_\_\_\_\_\_\_ per community?