

Summary Timeline of Critical Next Steps – **UPDATE 8/31/2016 AM**

Communications Materials in Development

Audience	Lead	Status	Item
Faculty	EPR/AH		Script – major gift may be approved next week
Students	EPR/AH		Script – major gift may be approved next week
Students	EPR	Team review 8/30	FAQ – the new name of the school
HISD/Friends Hou. Leaders	EPR (CM)	Team review 8/30	Briefing Document – background on the gift, public private partnership, an inspiring school (vs. elite school), a vision for more private support of public schools
Media/Public	EPR (CM)	Team input v4	Press Release for 9/1, 4pm posting when the agenda goes live
Media/Public	EPR? HISD?		Press Release for 9/8 when board votes unanimously
Key Audiences	AH/SA/SE	Drafted	Call List – who is contacted, by whom, when
Donor + School lists	EPR		Email for 9/3 that shares the story from the Chronicle
Donor + School lists	EPR		Email from 9/8 that updates the situation
Website	Sterling		Copy for website – Donate today \$100 to \$1000
Website	EPR (CM)		Copy - rework of briefing document
Social media	EPR (CM)		Positive messaging about the potential gift; approved gift Answers to complaints (pulled directly from FAQ)
Call-Out Script	EPR		45 second phone message from Principal
Phone Script	EPR		For advance calls to key players

Tuesday - 8/30

- Discuss timeline/approach with Donor (Elmore PR/SE) **DONE**
 - o **Donor timing, messaging and need for transparency. Status: N. Kinder viewing with R. Kinder and to advise Susan.**
- Route revised news release, FAQs; request input/quote from HISD (Elmore PR/CM) **Routed v4**
- Draft TPoints that off-set the “HSPVA is elite school” point of view. **Routed v1**
- Further discussion with HISD about select reporter for Chron story, routing key messages to leadership at HISD, back ground on vote last year that set stage for this type of gift. **Moved to Wed. AM**

Wednesday - 8/31

- Tri-Party Agreement: team will see full agreement TBD (Bob running point)
- Constituent relations: finalize list and timing to key people/thought leaders in advance (Friends/AC)
- Media Relations: Finalize news release with donor (Elmore PR/SE & CM); Approach Houston Chronicle reporter for embargoed news story (Elmore PR/CM) (May have to be 9/1)
- Social Media: route messaging

- Website copy: donate today (AH), release (EPR), FAQs (EPR)
- Website (HSPVAFriends.org):
 - o edit briefing document for 'top of page'
 - o link to news release, FAQs
- Add campaign information (Sterling)

Thursday – 9/1

- Tri-Party Agreement: agreement comments received (Bob running point)
- TBD Tri-Party Agreement – maybe Friday AM
 - o Media Relations: In person tour with Houston Chronicle reporter; interviews for embargoed story (Elmore PR/SE + Friends/AC + HSPVA/SA); apprise Jason Spencer/HISD of progress (Elmore PR/CM)
- Email marketing: Finalize list and email message
- Social Media: messaging approved

Friday – 9/2

- Tri-Party Agreement: secured –TBD (Bob running point)
- 11:20 to 12:30 Conversations with HSPVA teachers
- 3:35 pm Student Dismissal
- **4 p.m. HISD agenda item online “consider accepting donation and grant that includes naming rights to HSPVA”**
- **4 p.m. Houston Chronicle online story live; distribute news release; submit Bob Boblitt Opinion article to Houston Chronicle/TBD (Elmore PR)**
- **5:00 p.m. Call-Out to parents and students, email to parents and students**
- Email Marketing: email to key audiences
- Social Media: Posting and messaging begins
- Online: hspvafriends.org/donate is live; press release and FAQs are live (AH); link from HSPVA website to hspvafriends.org/donate page is added (Scott)
- Bob Morgan’s fundraising concert

Saturday – 9/3

- Media Relations: Houston Chronicle Saturday print story runs; be responsive to media calls for interviews, comments
- Social Media: team is engaged for online buzz and response through Labor Day weekend.
- Track news coverage and post favorable stories.

Tuesday – 9/6

- **4 p.m. HISD Agenda Review Meeting** Bob Boblitt, Alene Coggins, Scott Allen attend; be prepared to answer questions from board, media

Thursday – 9/8

- **5 p.m. HISD Board Vote** Bob Boblitt, Alene Coggins, Scott Allen attend; be prepared to answer questions from board, media

- Email Marketing: Positive email message distributed, board of trustees approval
- Social Media: Board vote posting, photo, etc.
- Media Relations: board of trustees/approval news release??

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