

Little Red Door:
Door to Wellness
Complementary Therapies Program
Action Plan

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Strategy #1: Assist as needed

LRD at treatment centers personally promoting DTW

- Earn permission to talk to patients while they are waiting to see the doctor
- Implement a strategic calendar so Michelle knows where to be and when
- Give rack cards to Michelle
- Have Michelle show a video of LRD on the iPad

Strategy #2: Assist as needed in making pin

Provide additional materials to treatment center personnel

- Create a promotional product that doctors wear and use to spark a conversation about Little Red Door
- Ask Stella, Dawn, and Angela to wear the product when they go to the infusion centers

Tactic #1: Create, price and receive a pin that promotes conversation about LRD ex. “Ask me about the Door to Wellness” by March 30.

Tactic #2: Give Michelle rack cards and promotional product to give out at hospitals by April 8.

Implementation: Have all materials ready by April 8 and have Michelle start handing out materials by at least 15. Check to restock materials every two months.

Strategy #3: Assist in editing

Review and revise site content for Door to Wellness:

- Edit and revise page content to establish a pattern of keywords and phrases
- ensure copy is on-brand standard
- Ensure copy has specific intention and appropriate call to action
- Call to action is to attend Door to Wellness
- Ensure DTW dates are on the site calendar

Tactic #1: Assist Michelle in editing and revising page content to establish a pattern of keywords and phrases

Implementation:

- Use keywords: massage, yoga, cancer, complementary, therapy, cooking, wellness and therapeutic.
- Done by Michelle (I can assist) by Feb. 24th

Tactic #2: Call to action is to attend Door to Wellness and get new members with reminders and easier access to information

Implementation:

- Highlight Door to Wellness as well as other events in a way that's easy to find and navigate by creating a Door to Wellness events page on Facebook and including the services on the homepage of the website
- Facebook Page edited, approved and posted by Feb. 24th

Strategy #4: Feb. 28 - March 16, 2016

Send DTW information/stories to publications every month

- Draft monthly press releases for DTW dates
- Send dates to calendar section of publications
- Ask to be featured in blog posts of online publications

Tactic #1: Create a contact list with help from Torie for all publications that have published LRD articles in the past and that would be willing to publish more for DTW - March 2nd

Tactic #2: Draft a press release for a DTW by March 9th

Tactic #3: Pitch to Fox 59 and The Current for a broader audience by March 16th

Strategy 5: April 1 - 29, 2016

Expand outreach past hospitals

- Brainstorm where else we can be pushing DTW
- Brainstorm where we can establish more advocates

Tactic #1: Look up all health organizations and support groups in Indiana that work with the target audience and create a running list to contact by April 8.

Implementation:

- Create relationships and contacts with the companies so that they refer people to LRD by April 29.
- Create monthly reports of what events Little Red Door has in advance to send to Fred and media contacts.

Strategic Calendar:

February

WEEK 1	WEEK 2	WEEK 3	WEEK 4
	Work with Michelle on treatment center contacts Review site		Have pins created and ready to hand out Start design on pin Website revised

March

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Contact list for potential publications	Promote DTW	Have pins created and ready to hand out Press release draft Pitch publications	Thank you cards

April

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Pitch publications	Promote DTW List of health org. contacts		Thank you cards Establish relationships with health org.

May

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Pitch publications	Promote DTW		Thank you cards

June

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Pitch publications	11th - Pride Promote DTW		Thank you cards

July

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Pitch publications	15-17 - Indy Black Expo Promote DTW		Thank you cards

August

WEEK 1	WEEK 2	WEEK 3	WEEK 4
5th - State Fair start Pitch publications	State Fair Promote DTW	21st -State Fair end	Thank you cards