



Health Care for All Pennsylvania

Update on Strategy

10-31-15

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Executive Director
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Dave Steil, Past President

I. Expanding Base

- A. Quarterly Strategy Retreats and Board Meetings In Different Location Around the State
 - B. Monthly E Newsletter/ Constant Contact
 - C. Website Update/ Face Book Page
 - D. Contract with Advertising Firm to Hone and Unify Message, Including Use of Social Media
 - E. Monthly ½ Hour Radio Program
 - F. Coalitions
 - G. Special Events—The Health Care Movie, Fix It
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II. Legislative Push

- A. Close Collaboration With Prime Sponsor
 - B. Bi-Partisan Stance/ Republican Dominated Houses
 - C. Potentially Receptive Democratic Governor
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III. Fundraising

- A. Media
 - B. Exploring Foundation Support
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