



## LONG BEACH GRAY PANTHERS

### OUTREACH CALENDAR 2020

<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>
<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 15 – Deadline for meeting mailing; Partner Communication; 6 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            1 – New Year’s Day            20 – Martin Luther King Day of Service            25 – Chinese New Years            27 - Holocaust Remembrance Day</p> <p><b>Notes:</b> 4 – General Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 15 – Deadline for meeting mailing; Partner Communication; 3 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            Black History Month            2 – Groundhog Day/National Wear Red Day            4 Rosa Parks Day            14 – Valentine’s Day            17 – President’s Day            25 – Mardi Gras</p> <p><b>Notes:</b> 1 – General Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 15 – Deadline for meeting mailing; Partner Communication 2 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            Women’s History Month            Forum on Strategic Issue            1 – Zero Discrimination Day            17 - St. Patrick’s Day            31 - Cesar Chavez B-day</p> <p><b>Notes:</b> 7 – General Meeting; 11 – Daylight Savings Begins</p>
<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 10 – Deadline for meeting mailing; Partner Communication; 6 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            6 - Tartan Day            7 – Volunteer Recognition at General Meeting            12 - Easter            19 - Grand Prix            22 – Earth Day            24 – Ramadan Begins            28 - Denim Day</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; Senior Fest; 10 – Deadline for meeting mailing; Partner Communication; 4 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            Older American’s Month            1 – May Day March/Lei Day            2 – Sr Fest/Kentucky Derby Day            5 – Cinco de Mayo            10 – Mother’s Day            17 - National Honor our LGBT Elders Day            22 - Harvey Milk Day/National Maritime Day            23 – Ramadan Ends</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 10 – Deadline for meeting mailing; Partner Communication; 1 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            LGBT Pride Month            14 - Flag Day            15 - World Elder Abuse Awareness Day            19 – Juneteenth            21 – Pride Parade/Father’s Day</p>



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<p>Last Saturday at 10am World Tai Chi &amp; Qigong Day</p> <p><b>Notes:</b> 4 – General Meeting</p>	<p>25 - Memorial Day</p> <p><b>Notes:</b> 2 – General Meeting;</p>	<p><b>Notes:</b> 6 – General Meeting</p>
JULY	AUGUST	SEPTEMBER
<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; Volunteer Training; 10 – Deadline for meeting mailing; Partner Communication; 6 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            4 - Independence Celebration            14 - Older Americans Act Anniversary            30 – Medicare/Medical Anniversary – July 30; 1965</p> <p><b>Notes:</b> 4 – General Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 10 – Deadline for meeting mailing; Partner Communication; 3 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            14 – Social Security Anniversary – Aug 14; 1935            21 – Sr. Citizen’s Day            26 - Women’s Equality Day/Suffrage 100<sup>th</sup> Anniversary</p> <p><b>Notes:</b> 1 – General Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; Election Forum; 10 – Deadline for meeting mailing; Partner Communication; 7 – Outreach Committee Meeting</p> <p><b>Special Events:</b>            Election Forum when Nov elections are held            7 – Labor Day            9 – CA Admission Day            13 – Grandparent’s Day            18 – 20 Rosh Hashanah            21 - UN World Peace Day/ POW/MIA Day            27 – Gold Star Mother’s Day            28 – Native American Day            28 – Yom Kippur</p> <p><b>Notes:</b> 5– General Meeting - Equinox</p>
OCTOBER	NOVEMBER	DECEMBER
<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; Volunteer Training; 10 – Deadline for meeting mailing; Partner Communication; 5 – Outreach Committee Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 10 – Deadline for meeting mailing; Partner Communication; 2 – Outreach Committee Meeting</p>	<p><b>Outreach:</b> 15 - Issue Monthly Press Release; 25 - Mail Chimp Blast; Tabling; Presentations; 10 – Deadline for meeting mailing; Partner Communication; 7 – Outreach Committee Meeting</p>



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<p><b>Special Events:</b>          LGBT History Month          1 – International Older Adult Day          4 – Long Beach Marathon          11 - National Coming Out Day          12 – Indigenous People’s Day          15 – White Cane Day          31 – Halloween</p> <p><b>Notes:</b> 3 – General Meeting; 22-23 CARA Conference;</p>	<p><b>Special Events:</b>          3 – Election Day          11 – Veteran’s Day – Parade and Fair          14 - Diwali          20 - Transgender Day of Remembrance          26 – Thanksgiving</p> <p><b>Notes:</b> 7 – Annual Meeting and Elections – Day Light Saving Ends</p>	<p><b>Special Events:</b>          1 - World Aids Day          7 – Pearl Harbor Day          10 – 18 Chanukah          15 - Human Rights Day          24 – Christmas Eve          25 – Christmas Day          31 – New Year’s Eve</p> <p><b>Notes:</b> 5 – Holiday Party</p>
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Tabling is a community event where LBGP set up an information table; recruit members; and distribute information to the community. Need 1 volunteer per event but 2 are preferred. Special Events can take from 1 – many volunteers. Outreach depending upon time and activity. CARA events are not included.

**Outreach** – What activities need to take place to recruit new members and volunteers – Goal is 1 tabling event; 1 presentation; 1 press release; multiple social media postings and 2 e-blasts per month of which one is the Panther Press and the other is an action item.

**Special Events** – Potential opportunities that are available for outreach.

**Partner Communication** – Segmented eblast concerning nonprofits or organizations.