May 31, 2019

Dear PCA colleagues,

We are writing to share with you our **summer grassroots mobilization strategy**. As we shared with you last week, with just a couple of months before the September 30th deadline of our mandatory health center funding, we are ramping up our advocacy efforts throughout the summer to ensure that Congress acts as soon as possible to extend our funding.

With that in mind, we are asking everyone to mobilize your key contacts and advocates in numerous ways over the next few months. Below is an outline of what we at NACHC planned for the summer months. We **always welcome additional ideas and feedback**.

With everything listed below, we ask that you **engage community networks and local media, and promote through social media tagging your members of Congress where relevant**.

**May/June**

- Action Alert to grassroots via email, Facebook and twitter – goal to get more bipartisan co-sponsors on bills
- Press release, social media and alerts regarding the June 4 hearing
- Photo Contest via social media – health center staff and patients re why they #ValueCHCs
- NACHC Board members head to the Hill to meet with members of Congress
- PCAs head to the Hill to meet with members of Congress (around HRSA meeting)
- Facebook Live with NACHC board members regarding importance of Health Center funding
- Letter from Fed Affairs to the Hill with latest updates and stories from the field
- Identify new Key Contacts (NACHC will send links to share with PCAs to add key contacts) in each congressional district
- Webinar (June 24) – policy and advocacy update for the field
- Promotion of in-district advocacy actions (ideas to equip and mobilize advocates)
- Action Alert on Teaching Health Centers Bill

**July**

- Health Centers at 4th of July parades with signs “America’s Health Centers = America’s Promise”
- Letter from Fed Affairs to the Hill with latest updates and stories from the field
- Congressional Leadership Fly-in (targeted districts and states) – TBD
- National Call-in Day to coincide with Fly-in
- Mobilize advocates to engage with district offices, state coalition actions (e.g. interfaith vigils)

**August**

- National Health Center Week - monetary event sponsorship for health centers inviting MOCs
- Letter from Fed Affairs to the Hill with latest updates and stories from the field
- CHI – Advocacy & Policy tracks; Advocacy Leadership Program
- Mobilize advocates to engage with district offices, state coalition actions

**September**

- Labor Day – push role of HCs as employers and economic engines
- Letter from Fed Affairs to the Hill with latest updates and stories from the field
- National Fly-in (targeted districts and states) – TBD
- National Call-in Day to coincide with Fly-in

Sincerely,

Tom & Steve