Sample Timeline

Here is a sample timeline to help you think through the sequence of planning your *Strolling Thunder™* event. Note, while the timeline may look a little different if you are doing a virtual event, we still encourage you to plan far enough out in advance to engage participants and navigate all of the logistics involved.

**12 Weeks Out or More**

* Confirm your *Strolling Thunder* date and location
* Begin engaging priority partners to participate

**10 Weeks Out**

* Identify the policymakers with whom you want to meet
* Begin identifying families to participate in *Strolling Thunder*

**7 Weeks Out**

* Continue engaging partners to participate

**6 Weeks Out**

* Continue identifying families to participate in *Strolling Thunder*
* Continue engaging partners to participate
* Confirm collateral materials needs and begin developing materials

**5 Weeks Out**

* Finalize families who will participate in *Strolling Thunder*and help them think through the stories they want to tell their policymakers
* Finalize partnership commitments around *Strolling Thunder*
* Conduct outreach to reporters to announce *Strolling Thunder*

**4 Weeks Out**

* Begin outreach to schedule meetings with policymakers
* Begin conducting earned media outreach to pitch families’ stories to local reporters
* Announce *Strolling Thunder* on social media

**3 Weeks Out**

* Continue outreach to schedule meetings with policymakers
* Continue to conduct earned media outreach to pitch families’ stories to local reporters
* Draft an op-ed (with partners as appropriate)
* Continue to build excitement for the event on social media
* Encourage families to begin social media posting

**2 Weeks Out**

* Continue outreach to schedule meetings with policymakers
* Continue to build excitement for the event on social media
* Continue to encourage families to post to social media
* Finalize the op-ed

**1 Week Out**

* Tease *Strolling Thunder* on social media
* Distribute social media materials to partners to conduct outreach
* Continue to build excitement for the event on social media
* Conduct training with families ahead of their policymaker meetings (recommend for virtual)
* Pitch the op-ed

**Week of *Strolling Thunder***

* Conduct training with families ahead of their policymaker meetings (recommend for in-person)
* Hold policymaker meetings to educate them on issues important to infants, toddlers, and families
* Conduct earned and social media outreach around *Strolling Thunder*
* Thank policymakers via social media for holding meetings with families during *Strolling Thunder*

**1-2 Weeks Following *Strolling Thunder***

* Send formal thank you notes to policymakers for meeting with families during *Strolling Thunder*, highlighting any media coverage.
* Thank families for participating in *Strolling Thunder*
* Thank partners for participating in *Strolling Thunder*
* Highlight results from *Strolling Thunder* via social media and in follow up media outreach