

AASP Goals and Tasks for 2000

Tasks for 2000

January

- Mailing to book authors re: honorary memberships & endorsements
- Mailing to 1,500 "Who's Who" politicians re: the same as authors
- Begin a mailing list of "Who's Who" notables from other fields
- Recruit a development person re: grants, members, and major donors
- Recruit and hire a law student research assistant
- Find a public relations consultant to assist us on part-time basis
- Get the redesigned website up and running

February

- Train a staff member to do daily news updates on our website
- Finish recruitment of and retain a public relations consultant
- Finish recruitment of and hire a development person
- Educate the law student research assistant on AASP and our issues
- Do the next mailing to 500 who's who notable persons
- Prepare the next quarterly newsletter

March

- Public relations person helps to recruit celebrities
- Development person works on grant proposals to foundations
- Law student researcher expands legal rights aspects of website
- Mail our newsletter to members and others
- Do the next mailing to 500 who's who notable persons
- Tom attends conference at Princeton University

April

- Public relations person mails advisory to 300 print & broadcast media
- Development person continues work on grant proposals
- Law student continues work on legal aspects of website
- Do the next mailing to 500 who's who notable persons

May

- Public relations person pitches AASP stories to newspapers & radios
- Development person finishes work on grant proposals
- Law student continues work on legal aspects of website
- Do the next mailing to 500 who's who notable persons
- Prepare the next quarterly newsletter

June

- Public relations person continues to pitch AASP stories to media
- Development person submits grant proposals and begins to identify individuals who may be potential major donors
- Law student continues work on legal aspects of website
- Do the next mailing to 500 who's who notable persons
- Mail our quarterly newsletter to members and others

July

- Public relations person continues to pitch AASP stories to media
- Development person sets up meetings of Tom with potential donors, and begins to identify potential corporate support
- Law student continues work on legal aspects of website
- Do the next mailing to 500 who's who notable persons

August

- Public relations person continue to pitch AASP stories to media
- Development person sets up more meetings with potential individual donors, and makes contact with several corporations
- Law student continues work on legal aspects of website
- Prepare the next quarterly newsletter
- Do the next mailing to 500 who's who notable persons

September - December

- Public relations person continues to pitch AASP stories to media
- Development person continues work with individuals and corporations
- Law student continues work on legal aspects of website
- Clerical and production staff continue to do administrative support

Goals for 2000

Staffing

- To develop a competent staff who will assist the executive director to develop an adequate base of financial support, to build a strong board of directors, create good relations with the media, obtain celebrity endorsements, recruit members, do legal research, and maintain quality educational programs.

Website

- To develop and maintain a website containing the most authoritative source of information for and about single people on the Internet.
- To use the website as a public relations tool and a recruitment mechanism.

Newsletters

- To publish newsletters on a quarterly basis to keep members who do not have internet access advised of relevant news and AASP updates.
- To use the newsletter as an insert in mailings to celebrities, who's who notable persons, politicians, foundations, and corporations.

Public Relations

- To advise all major local newspapers, national magazines, wire services, and national radio and television networks that AASP exists and that we are available for interviews or background information when they do stories on issues affecting single people. We want the media to regularly come to us as the experts on these types of issues.
- To get feature editors and producers to do stories about AASP, which will help us to attract new members.

Development

- To develop a strong and effective board of directors (9 members)
- To seek grants from foundations for year-2001 programs (\$100k)
- To seek and obtain major individual donors for 2001 programs (\$50k)
- To seek and obtain grants from corporations for 2001 programs (\$50k)

Members

- To have 500 honorary members consisting of celebrities and notable persons from the entertainment industry, from politics, and from the fields of science, medicine, psychology, religion, and education.
- To have 1,000 regular members who donate \$10 or more.
- To have 50 business members who donate \$100 or more.

Advisory Boards

- To recruit academic advisors from various disciplines (12 people).
- To recruit professional advisors who have established practices in fields such as law, medicine, psychological counseling, etc. (12 people)
- To recruit constituency advisors consisting those representing each of the types of living arrangements of single people, e.g., live alone, same-sex partner, opposite-sex partner, single parent, etc. (12 people)

Human Rights Agenda

- To have 100 celebrities and notable persons, as well as several major civil rights groups, endorse our Human Rights Agenda for Unmarried America. To promote the agenda through the media.