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| **Digital** | **Metrics** |
| Post general program information via social media (Facebook, twitter, Instagram, etc.) and create authentic interactions, monitor discussions and engage with others | * Impressions * Reach * Retweets/Shares * Conversations * Dwell time * Page views * CTR (click through rate) |

All of Us

NYSARH plan for NRHA funding

1. Post on NYSARH Facebook page
2. Send materials to Members and ask them to post on their Facebook pages

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| Send emails to constituents/members to raise awareness | * Number of emails sent * Numbers of emails opened * Click Through Rate * Post-Survey (measure increased awareness of the program, likelihood to participate, etc.) |

1. Create a post-survey on *survey monkey* that can be imbedded in the emails for feedback
2. Send an email to NYSARH members through regular email with required information and link to survey
3. Send a special All of Us email to constituents via Campaign Monitor with required information and link to survey

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| Include information about *All of Us* in a weekly or monthly digital newsletter | * Number of emails sent * Numbers of emails opened * Number of forwards * Click Through Rate * Post-Survey (measure increased awareness of the program, likelihood to participate, etc.) |

1. Send Summer Newsletter to constituents via Campaign Monitor with required information and link to survey
2. Send materials to Members and ask them to post in their newsletters if they have one planned during the allowable dates

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| Author and place an op-ed or commentary piece supporting *All of Us* in your local market | * For digital op-ed, number of page views, number of comments, number of social shares * For traditional op-ed, PR earned value and circulation |

1. Send approved press releases & do telephone follow up with our Upstate regional Business Journals emphasizing need for publication during the allowable dates
2. Send approved press releases & do telephone follow up with our Upstate regional PPS newsletters if they have one planned during the allowable dates
3. Offer the opportunity for members to send the press release to their local newspaper if it can be published during the allowable dates

Budget Ideas

* Budget $500 for NYSARH to put together all these emails and related materials, telephone and email follow up – direct expense
* Budget $500 to pay $100 to NYSARH for up to ten social media or digital newsletter posts for which we collect Metrics [estimate of five]
* Budget $1000 to pay $100 to any member or constituent who sends Metrics by the August 21st deadline for their social media or digital newsletter posts [estimate of ten]
* Budget $500 for NYSARH to collate and submit the Metrics to NRHA by the August 23rd deadline – direct expense
* Budget $500 for NYSARH to administer the grant– indirect expense

Total budget = $3,000