

### Sample Rally and Idle Equipment Caravan Task Matrix

Category	Task	Notes	Responsible Party	Due Date	Completed
<i>Start Us Up USA! Rally</i>					
	Determine specific time for event				
	Identify rally location				
	Identify speakers				
	Contact and confirm speakers				
	Design event layout	For example, determine compelling visuals and whether you can have equipment at the rally site, etc.			
	Coordinate with facility managers on non-logistical details	Insurance issues?			
	Develop event timeline	Document includes timeline, speaker themes, time allotted for each speaker, caravan progress.			
	Coordinate rally logistics, including podium, microphone, banners, stage?,	Do you need a generator ? Stage riser? Podium? Tent?			
	Obtain banners for equipment and signs for attendees to hold	Applicable to both rally and caravan.			
	Outreach to local construction equipment community to encourage participation	Send letter being sent to local distributors and manufacturers			
	Update Web site with info about rally				
	Draft speaker statements	Content must be coordinated to ensure consistent message and coverage of all major points.			
	Organize meeting with speakers prior to event				
	Rain contingency planning				
	Set up event site	Time?			

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	Encourage individual taping of event and posting to You Tube.	Develop highlights video Consider using flip cameras or hire someone to videotape the rally and caravan.			
<b><i>Idle Equipment Caravan</i></b>					
	Solicit dealer and manufacturer participation				
	Develop route for caravan				
	Coordinate with local government as necessary	Inquire about permits, costs, etc.			
	Develop briefing doc for drivers				
	Distribute caravan route information and instructions for drivers	Does this require in person meeting?			
	Distribute banners to drivers and hang on equipment.				
<b><i>Public Outreach</i></b>					
	One page fact sheet				
	Update StartUsUpUSA.com with info about event				
	Communicate to local contractors and others to attend.				
	Develop news hook	Need to make the story local to get local media engaged. Can you survey local members to quantify layoffs? Are there major construction projects at risk if federal money doesn't come through?			
	Coordinate outreach to trade media				
	Coordinate outreach to local media				
	Develop contact list of local media				

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	Contact local TV and radio to pitch story and schedule interviews				
	Develop and distribute media advisory				
	Post media info on Web site				
	Draft press release				
	Coordinate outreach to congressional delegation				
	Coordinate video taping of rally and caravan				
	Coordinate photography of rally and caravan				
	Develop press kit	Press kit can include media advisory, press release, link to state fact sheet, link to GI report, link to TCC safety report, link to TRIP report, Fuller report.			
	Distribute press release				
	Set up and media table at rally				
	Monitor news coverage of event				
	Develop highlights video				