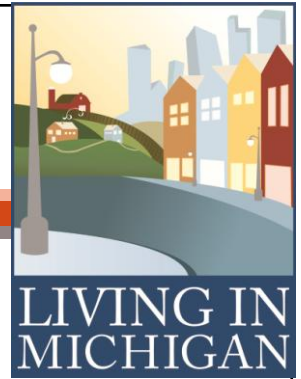


The Living in Michigan Coalition:  
Promoting Michigan's Housing & Community Development Fund  
[www.livinginmichigan.org](http://www.livinginmichigan.org)  
c/o CEDAM, 1000 S. Washington Ave., Lansing, MI 48910



## 2009 Check-off Campaign Commitment Form

### COALITION LEADERSHIP WILL PROVIDE:

- A weekly e-mail update from the Rossman Group
- An up-to-date website with a blog; you can refer people to the website for education purposes.
- Promotional materials, including palm cards, posters, e-mail signature graphics, and templates for letters to legislators, letters to community leaders, letters to the editor, etc.

### MY ORGANIZATION WILL:

**(check all that apply—someone will follow up with you for details)**

- Distribute campaign materials (palm cards and posters)
- Publicize the campaign on my organization's website
- Publicize the campaign with social media (Facebook, Twitter, etc.)
- Include a "Check the Box" item on my e-mail signature
- Send a letter to engage my organization's clients, members, or contacts in the campaign
- Send a letter to a community leader or state legislator
- Personalize and send a letter to the editor of my local newspaper
- Sponsor a billboard (roughly \$300)
- Place articles mentioning the MHCDF check-off opportunity in your Dec./Jan./Feb./March/April newsletters (Rossman can provide copy if needed)
- Attend campaign kick-off news conference in your region (tentatively Jan. 15 in Lansing, Detroit, and Grand Rapids)

### ABOUT MY ORGANIZATION

Organization name:

Address:

Phone:

Email:

Contact Name:

Contact Signature: \_\_\_\_\_

Date:

Please complete and return this form to CEDAM by Jan. 4, 2010.  
1000 South Washington Ave., Suite 101  
Lansing, MI 48910

Fax: 1.517.485.3043  
Email: [Johnson@cedam.info](mailto:Johnson@cedam.info)