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MARRIAGE DEFINITION INITIATIVE

**PRESENTED BY
BRIAN BROWN
EXECUTIVE DIRECTOR**

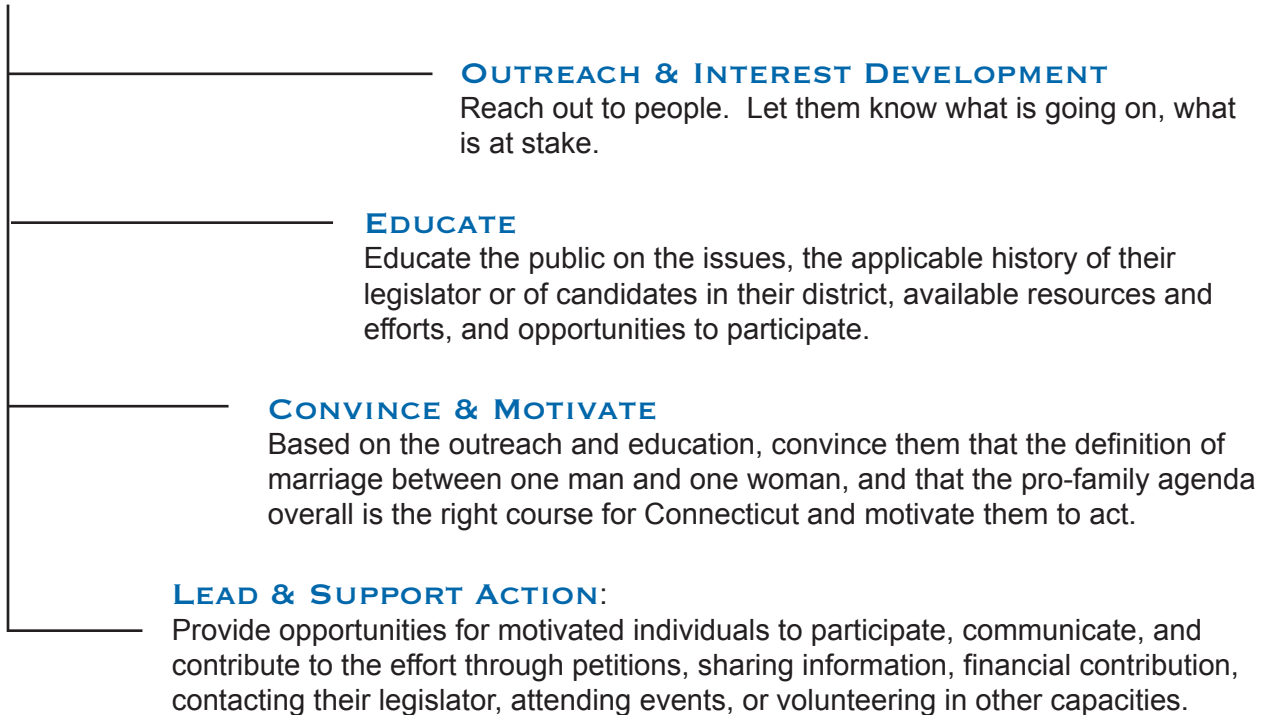
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OUR APPROACH

Our methodology rests on a four-tiered approach.



COALITION DEVELOPMENT

While the Family Institute will organize and spearhead this effort, we believe that, to have the most wide-reaching impact and effect possible, this should be a movement of like-minded groups across Connecticut. Our efforts will be devoted to developing relationships with these groups to form a coalition of support and action. In advance of bringing these groups into the coalition, however, we will develop a statement of belief and conduct, insuring that groups that join our coalition agree to adhere to these statements and to this code of conduct so that the reputation of the Family Institute and its supporters are not compromised in any way.



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DEVELOPMENT PLANS

Based on this approach, the Family Institute plans to undertake a significant development and outreach initiative. To develop interest, educate, and motivate action, we intend to develop a branded, high-quality, and professional series of educational and informational pieces including:

- A new website for the Initiative with many educational and action-based components.
- Enhancements to the Family Institute's website.
- An online presentation detailing the Initiative.
- Brief information pieces detailing the Initiative and issues at a glance.
- Branded digital outreach material.
- A multi-media DVD presentation.
- Printed mailings.
- Editorials and models for local newspaper submission.
- Initiative-supporting paraphernalia.
- State legislator and candidate voting and position records on these issues.

To reach out to Connecticut residents, churches, and civic groups with our message will we be developing a multi-media campaign including:

- Television advertising
- Radio advertising
- Direct mailings of letters and media pieces.
- Email outreach of letters and media pieces
- Buzz-creating media exposure
- Newspaper coverage
- Nationally known guest speakers and leaders
- Organized local, regional and Hartford-based public events.

To provide people with the ability to participate and act, we will be developing:

- Online petitions.
- Digital forwarding functions so people can pass materials to friends.
- Online legislator contact forms.
- Supporting materials for church bulletins and other outreach.
- Expanded and facilitated online giving programs.
- Initiative Support Packages & organizing materials.
- Family Institute database functionality.
- Automatic and personalized responses to registrations and inquiries.





contact

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