

No Menthol

SUNDAY

City & State Planning Guide

30-Day Runway to No Menthol Sunday

DAY 1-3

Pass along the NMS announcement or form letter to leadership for approval.

DAY 4-5

Submit your State Pledge to Participate and then download the toolkit. Select 2 activities your state can help execute.

DAY 6-10

Announce NMS by placing a badge on your website and in your e-newsletter. Send personal notes to coalition members.

DAY 11-16

Develop a list of local churches and begin cold calling or emailing them to invite them to host a NMS event. Request face-time with leaders to discuss or make a presentation directly to faith groups.

DAY 17-20

Support churches and coalitions in planning their NMS activities and registering events online. Help them identify the most feasible activity for the size of their group.

DAY 21-25

Contact your local media. Update the press release template and email it to newspapers. Ask local news stations and podcasters place 15 sec. audio spots for free. Contact your city officials to make a proclamation.

DAY 26-28

Rally local youth to post about NMS on social media. Share videos, photos, and graphics. Use #NomentholSunday and #NMS2020

DAY 29-30

Enjoy a day of educating congregants and unifying the community under one cause. Document the day and plan to take a survey later this week. We can't wait to hear from you!