

## GESS 2015 Planning

Following is recap of our 8/7/14 postmortem phone call:

### GESS 2014

Things that worked well:

- Cool-looking shwag
- Built infrastructure
- Local events went well, as local partners did what they do well

Things that could have gone better:

- Consensus seemed to form around the short planning run up
- Shwag should have been earlier
- Social media plan should have been better defined to maximize feed
- Better integration and cross promotion of great local events

### GESS 2015

Things we'd like to do differently:

- Have a solid social media plan that truly creates a "feed" from all the partner events across the Pacific and U.S.
- Start planning earlier to make sure that promotional items are ready for launch
- Maybe move the month for better tie-in with larger event, like National Night Out?

New things we'd like to try:

- "Healthy Hero Cards" featuring action takers, impactful events, and/or recipes (maybe design a game scheme for the cards, like Yugiyoh.
- Photo contest via FB or Instagram
- Photo scavenger hunt
- Geocashe scavenger hunt
- Bring particular regions into focus for a period of time (a week?) to highlight the region's partner events (maybe tie in to geocashe scavenger hunt?)
- Find sponsors, like Kaiser, BlueCross, or Nike, to fund GESS and help promote environment/systems change

### What's next?

- Sean and Khammany will set up an exhibit table at the APPEAL conference to spread the word and recruit more community partners (would it be good to open the door to other communities of color during day three?)
- Wed., Oct. 1, 1-2:30 p.m., (Pac) planning phone call to discuss 2015 month of choice and get the ball rolling on sponsors/corp partners