



Increasing RAB Membership & Diversity

COORDINATED/SYNCHRONIZED EFFORT

- Create Master List: interested communities and organizations
- Pitch story to print outlets
- Full story in SoundOff! re: RAB and importance of membership
- Announcement in newsletters –
 - Picerne housing newsletter
 - Nearby community newsletters (Odenton, 7 Oaks, etc)
 - Patuxent Wildlife Refuge newsletter
- Targeted letter writing campaign
 - Known community organizers
 - Environmentally active groups

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- Frequently running advertisement in the SoundOff!
- FGGM Community Council Meetings & Partner Commander Luncheons
 - Presidents or leaders of existing community groups
 - Stakeholders in health of installation
- Maximize use of all social media
 - Meade website and Meade TV blog
 - Fort Meade Facebook page
 - Mass emails to Fort Meade employees

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