

STRONGER ECONOMIES TOGETHER (SET) INITIATIVE KENTUCKY'S PROPOSED COMMUNICATION PLAN

Members of the Kentucky State Partner Team represent organizations that are actively involved in economic and community development activities throughout the Commonwealth. The strategic selection of these team members will provide a unique opportunity to market and promote the SET initiative to potential partners such as regional planning organizations, local officials, community leaders, non-profits, universities, small businesses, and many others. A team meeting will be held March 25 to finalize the outreach and marketing proposal for the initiative; however, it is anticipated that the following strategies will be used to solicit applications:

- A press release will be distributed to media partners throughout the state. The press release will include an overview of the initiative and provide a link to Kentucky's USDA Rural Development website to access the application.
- The homepage for Kentucky's USDA Rural Development website will feature the initiative and provide a link to the application.
- An email that includes a description of the initiative and a copy of the application will be sent to area development districts, local officials, non-profit organizations, extension offices, and other potential applicants.
- Team members and employees will be asked to promote the initiative in their day-to-day contacts with potential applicants (i.e. board meetings, conferences, trainings, etc.)