

# Streamlined Sales Tax: Communication Plan

Updated 7/26/2007

Deliverable	Description	Owner	Due Date	Status/Notes
<b>Web site</b>				
SST web site updates	Update content, new law, FAQs, registration, participating states, CSPs			
Online tutorial	Options for Businesses, how to register, file and pay			
<b>Media Plan</b>				
News releases	Sent as needed to promote sourcing assistance, education			
Talking points/key messages	Develop and maintain current key messages, press FAQ, backgrounders			
Editorial boards	Conduct ed boards with major newspapers, seek opps for smaller papers			
Op-eds	Draft op-eds for newspapers			
<b>Solutions</b>				
Rates and boundaries files	Files and instructions on web			
SSTGB on-line solution	Step-by-step instructions			
CSP whitepaper	Includes software they integrate with, what they do, costs, contact info.			
Accting systems whitepaper	Includes basic info on software options, what they do, costs, contact info.			
<b>Stakeholder Outreach</b>				
Informational packets	Sent to key business associations chambers, rotaries, EDCs encouraging them to publish articles or place on their web sites			
Facilitated discussions	Organize 4-5 discussions with key busuiness stakeholder groups			
Business advisory group	Seek input, discuss issues			
<b>Internal Training</b>				
SST GB support staff	Cnew web content, new tools, FAQs			
<b>Direct mail</b>				
Letter to largest business organizations	Mailed to orgainsations potentially affected by law change			
Articles for states	To include in their communicatiосn with businesses			
<b>Update existing publications</b>				
SSTGB Publications	new law, registration and filing options			
<b>Other</b>				
Online Survey	Created to gather input from retailers			
SST ListServ	Create SST listserv and send periodic updates to subscribers			
SST e-mailbox	Create e-mail box on web site for SST questions			
Rules Updates	Inviting affected businesses to participate			