

IBAT and Safe at Home Outreach and Strategy

Christy Johnson, Deputy Secretary of State

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Why the Secretary of State?

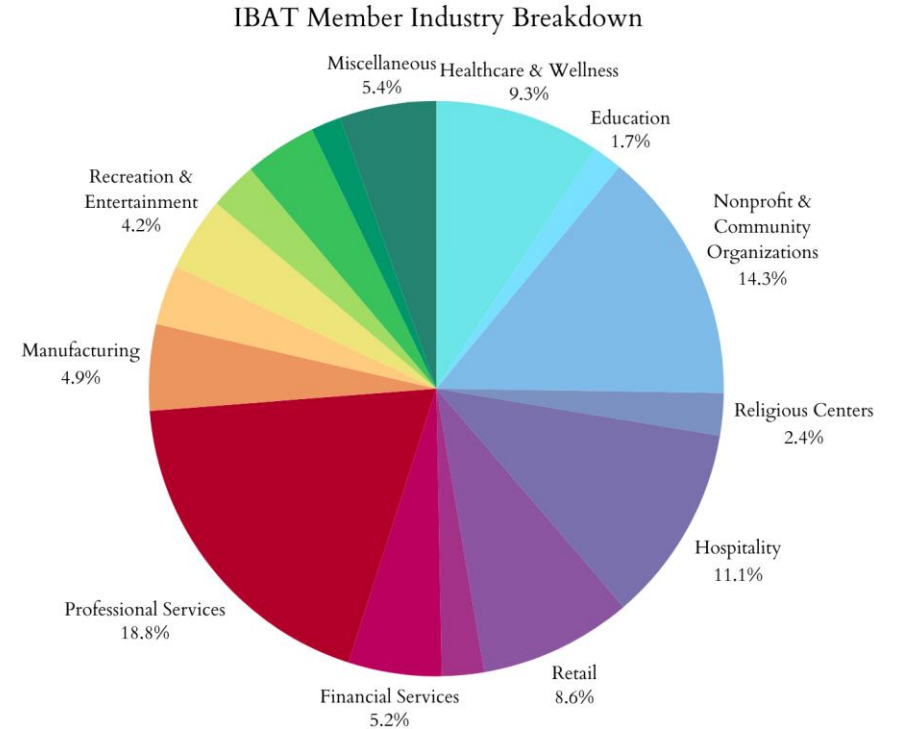


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Current Stats

- Over **1,000** Members
- **97/99** Counties Represented
- **338, 655** Employees Reached
- **9,099** Business Locations
- Over **2,000** Newsletter Subscribers



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IBAT Advisory Group

Goal is to bring together business leaders, nonprofits, and subject matter experts from across.

Collaboration to improve the experience and resources for all IBAT members.



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Resources for Businesses



- Resource Library
- Liaison for NGOs and Businesses
- Webinars
- Printed Materials/Stickers

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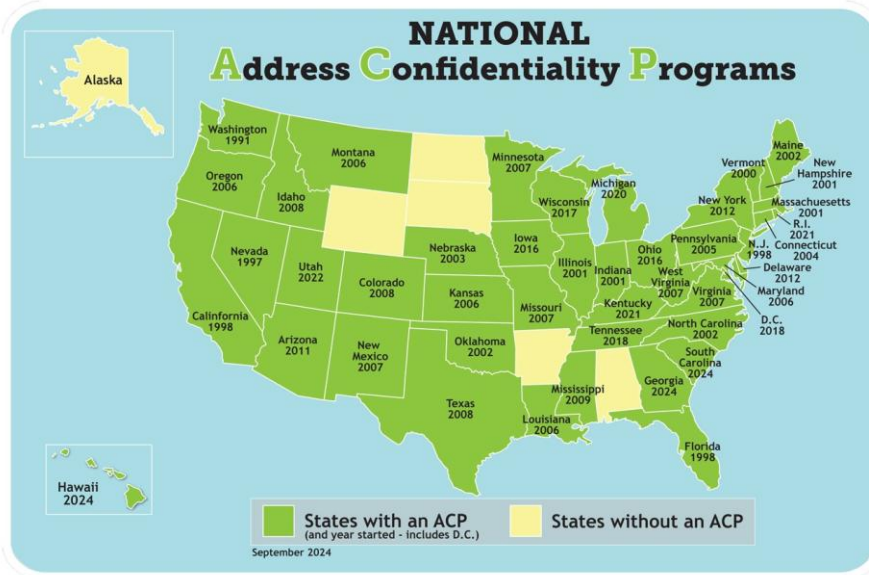
Outreach Efforts

- Roundtable Discussions
- Mailings
 - Dental Offices
 - Hair Salons
 - Laundromats
- Media Days
 - All Day VS 3-Hour Timeslots
- Tabling Events
- Op-Ed in Partnership with Businesses/Partners
- Newsletters



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- 34 States and the District of Columbia are Members
- Monthly Coffee Connections
- Quarterly Informational Presentations
- Annual Conference
- Member Portal and Resources

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