Wake Up Call	2007					2008									
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
European Coordination (PE secretariat)															
Promote WUC and get PE members on board															
Create guidance for natiuonal focal points, members and partner organisations															
Fundraise															
Develop voting websites															
Promote local / national activities on European scale															
Prepare press relases															
Assist the focal points with enquieries and fundraising															
Plan and carry out policy work related to campaign															
Summarise and publish results															
National activities (national focal point and PE members or partners)															
Decide on scope															
Shortlist of plants and brief description and pictures to secretariat															
Translate website text															
Inform key partners on campaign and stimulate cooperation															
Compile press contact lists															
Promote voting															
Identification of existsing awareness raising activities that might be fitting into the campaign															
Initialising local / national awareness raising activities - partner involvment															
Carry out local / national awareness raising activities															
Additional fundraising on national / local scale in cooperation with the PE secretariat															
Media work															
Create press contact lists nationally / locally															
Pre info to press contact															
Launch of campaign press release															
Mid-term results press release															
Results press release															
Threat story press release															
Localise / nationalise press releases															