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To: [gina@mainetenants.org](mailto:gina@mainetenants.org)

Date: 9/12/2013 2:24:52 PM

Subject: Follow-up on our meeting

Attachments: [The Connection paywall.pdf](#)  
[AFJAC-Fundraising-Toolkit1.pdf](#)

Hi Gina,

It was very nice meeting with you and discussing your organization. I have attached a couple of things I mentioned finding on the internet for you to review.

On my way home it occurred to me you could also develop a certification process with certain measurement requirements for landlords and local governments. If the landlord or local government met the measurement criteria you came up with, they would be MTJL Certified and recommended on your web site. Send out press releases, maybe a plaque to the landlord or local government, etc. to publicize the certification process. At some point in the future you could start holding an annual dinner for the organization and make the awards then.

This kind of thing will help make your organization become "the" de facto "authority" on the subject of tenant rights.

You might also think about a monthly email newsletter. You could add a sign-up button on your web page. This will let you get information out there and give you a way to collect email addresses for future development.

Another thing you could do on your web page would be a link to the Maine law covering tenant law.

That's it for now. I see a great potential for your organization becoming a major force in this area of social change and I look forward to working with you in the future.

Martin