2019 TAHOE DONNER ELECTIONS

March 2019

TAHOE DONNER℠

Campaign Goals

Continue to increase voter turn-out.

Educate members on process, candidates and importance — reason to care.

Introduce new tactics to increase voter engagement + awareness.

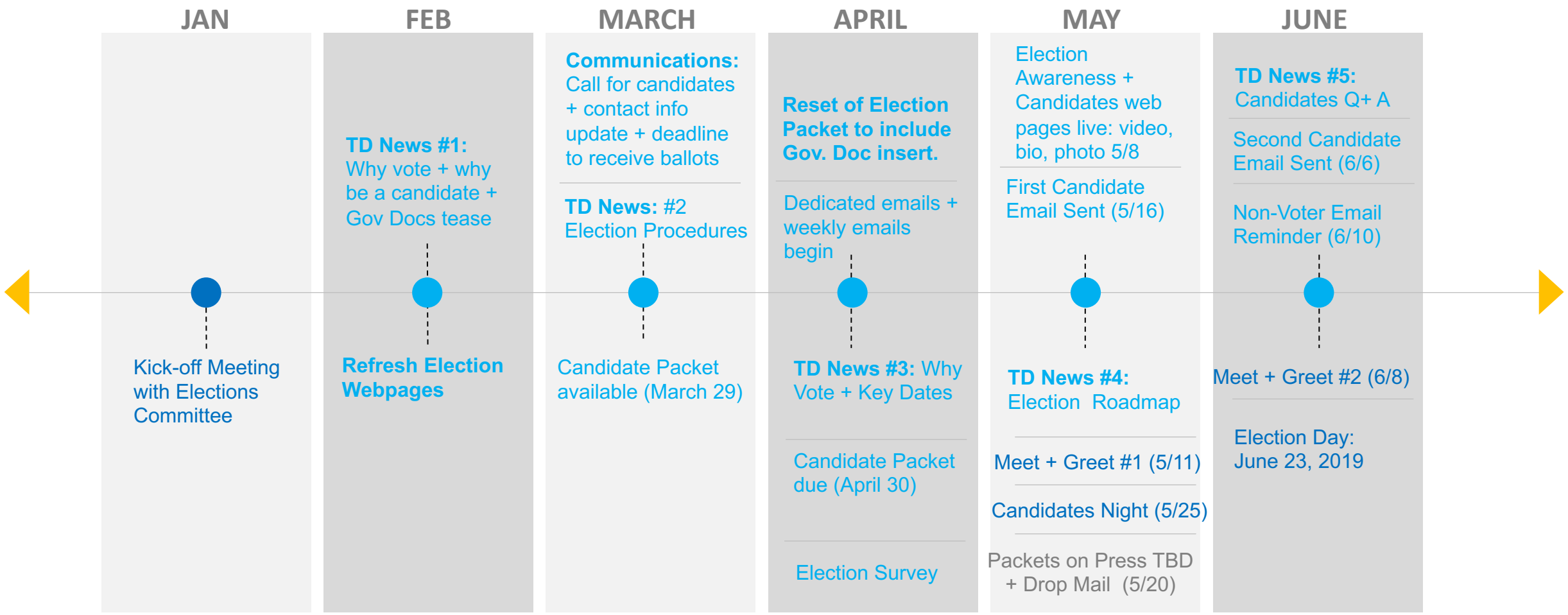
TAHOE DONNER℠

ACTIVATION CHANNELS

CURRENT 2019 MEMBER EMAIL REACH:
90.9% of all properties

TAHOE DONNER℠

ELECTION HIGH LEVEL ROADMAP



TAHOE DONNER℠

AWARENESS + ENGAGMENT CAMPAIGN

TAHOE DONNER℠

“GET OUT THE VOTE” CAMPAIGN LAUNCH CHANNELS + ENGAGEMENT TACTICS

CHANNEL	SPECIFICS
Web	Homepage promo, event pages, elections section
Email	Dedicated, weekly, (NEW) candidate info emails
Advertising	Digital screens, TD News print ad
Street Banners + Posters	All locations, poster flyers
NEW: On-Site Info Center	Election Committee staffed kiosks
NEW: Text Message Campaign	Integrated campaign
NEW: Direct Mail*	Target 9% of owners we don’t have email addresses from

TAHOE DONNER℠

EMAIL CALENDAR

- **Dedicated Emails**: 3/29, 4/25 then weekly through the election.
  - Goal: Ensure potential voters know the needed info to vote and learn about candidates, including key election dates/details, drive traffic to candidate pages

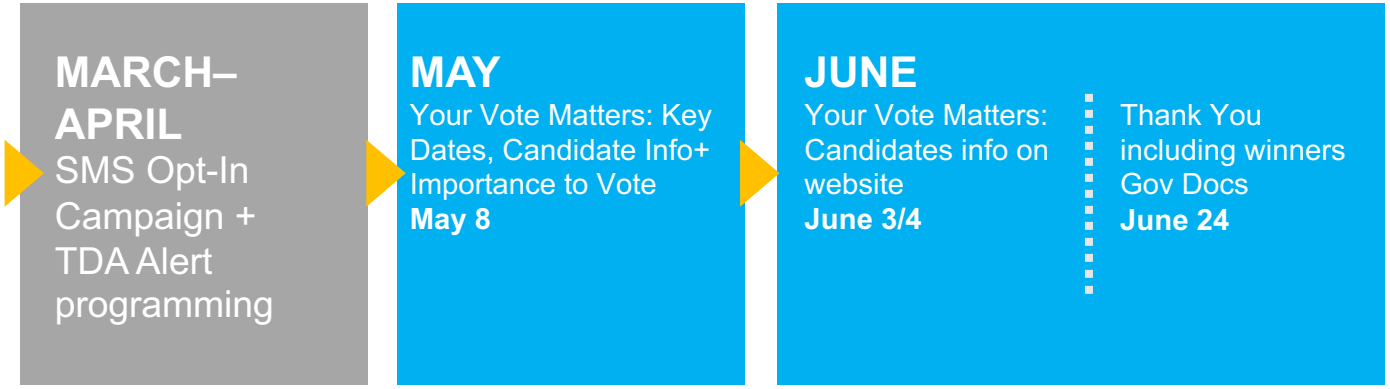
- **Inclusion in TD Weekly Email**: Starting March 19

- **Candidate Emails**: May 16, June 6
  - Sent to 91% list (maximum exposure)
  - Sent from: Elections Committee
  - Prepared by: Marketing staff
  - Includes: Photo, limited text (TBD based on # of candidates), link to personal email and TD candidate page
  - Example formatting to the right
  - Order of candidates: drawing order for email #1, reverse order for email #2.

Text Messaging/SMS PLAN

SMS FACTS:

- 90% of American population texts
- 99% of text messages are opened within the first 90 seconds of receiving
- 86% average opt-in rate
- SMS results in high engagement rates
- SMS will be part of a larger association-wide strategy
- Sample Cadence + Messaging Track:



TAHOE DONNER℠

DIRECT MAIL (DM) PLAN

GOAL:
Reach all and gain new Voters interest.

CHALLENGES:
People don't read.
Print + Postage Costs

PROS:
Series of election material to make it easy for members to understand 360º election process, importance and key dates.

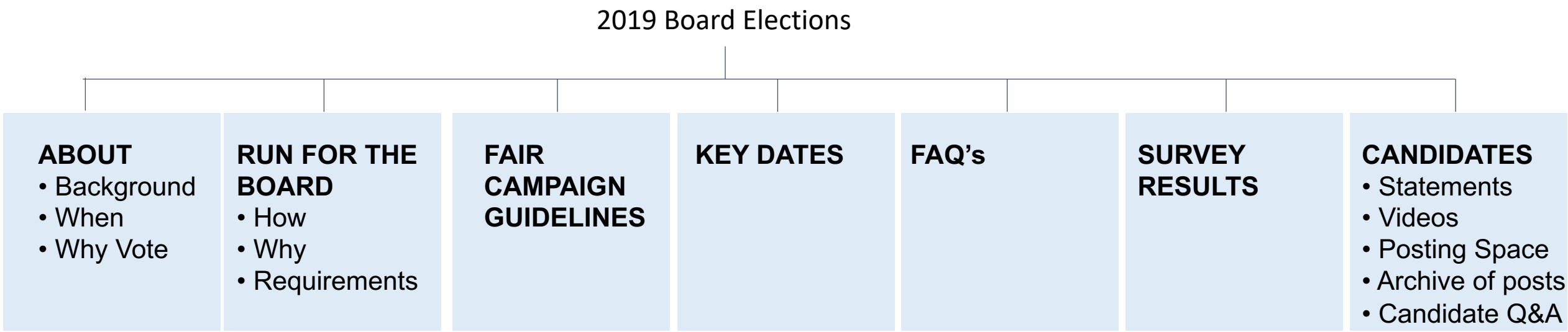
FORMAT:

- **EARLY MAY:** DM Mailer to "9% with no email addresses": Newsletter format with "election guide" content
  - Importance of Voting + Impact of Board
  - Key Dates
  - Where to find info—drive to website
  - Who can vote + eligibility
  - Ways to Vote (by mail, on-site)

- **MAY 20:** Add Gov. Docs Postcard into Election Voting Package

TAHOE DONNER℠

WEB SITE



TAHOE DONNER℠

THANK YOU

TAHOE DONNER℠