

# 2019 TAHOE DONNER ELECTIONS

March 2019



TAHOE DONNER<sup>SM</sup>

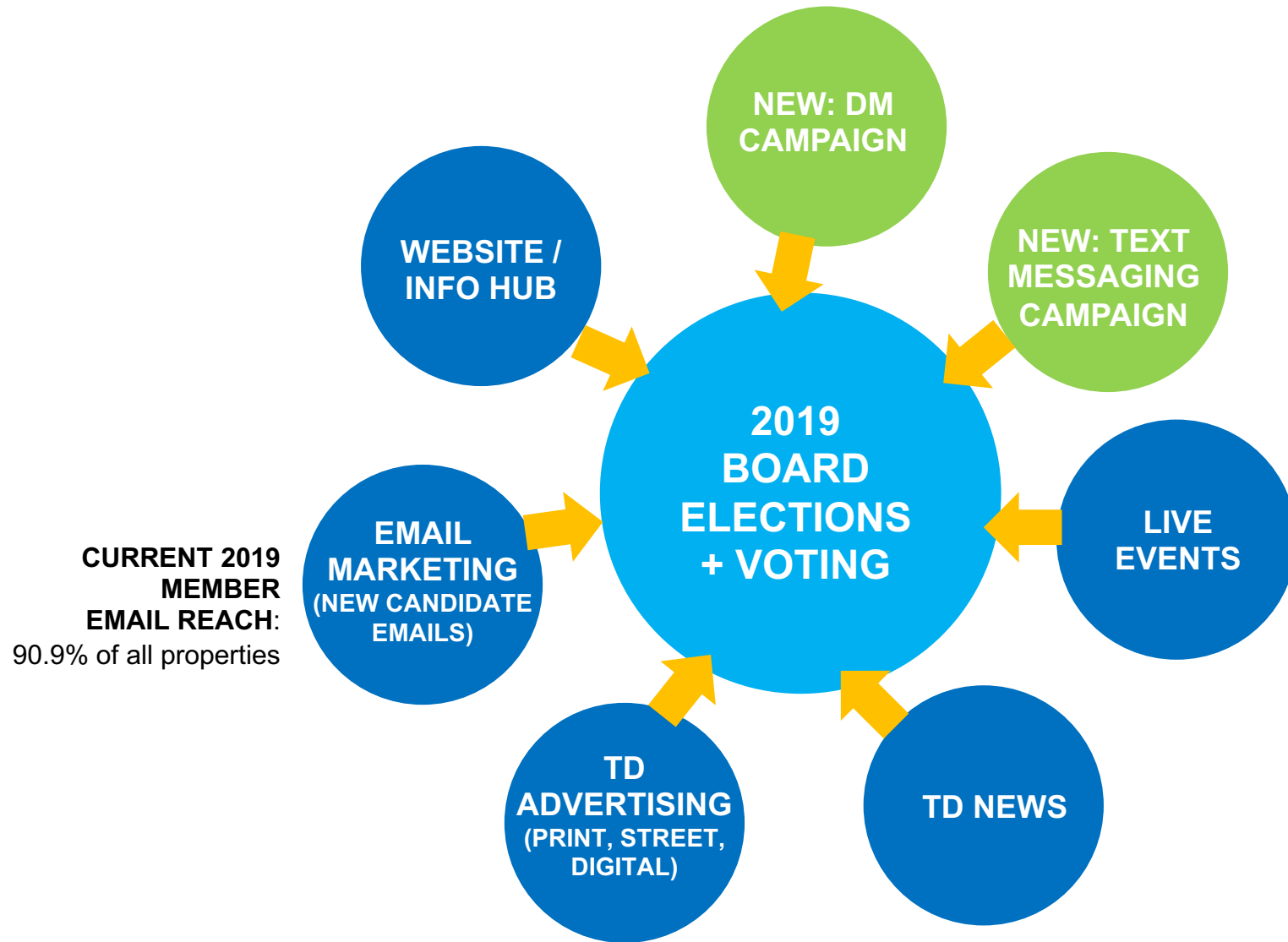
# Campaign Goals

Continue to increase voter turn-out.

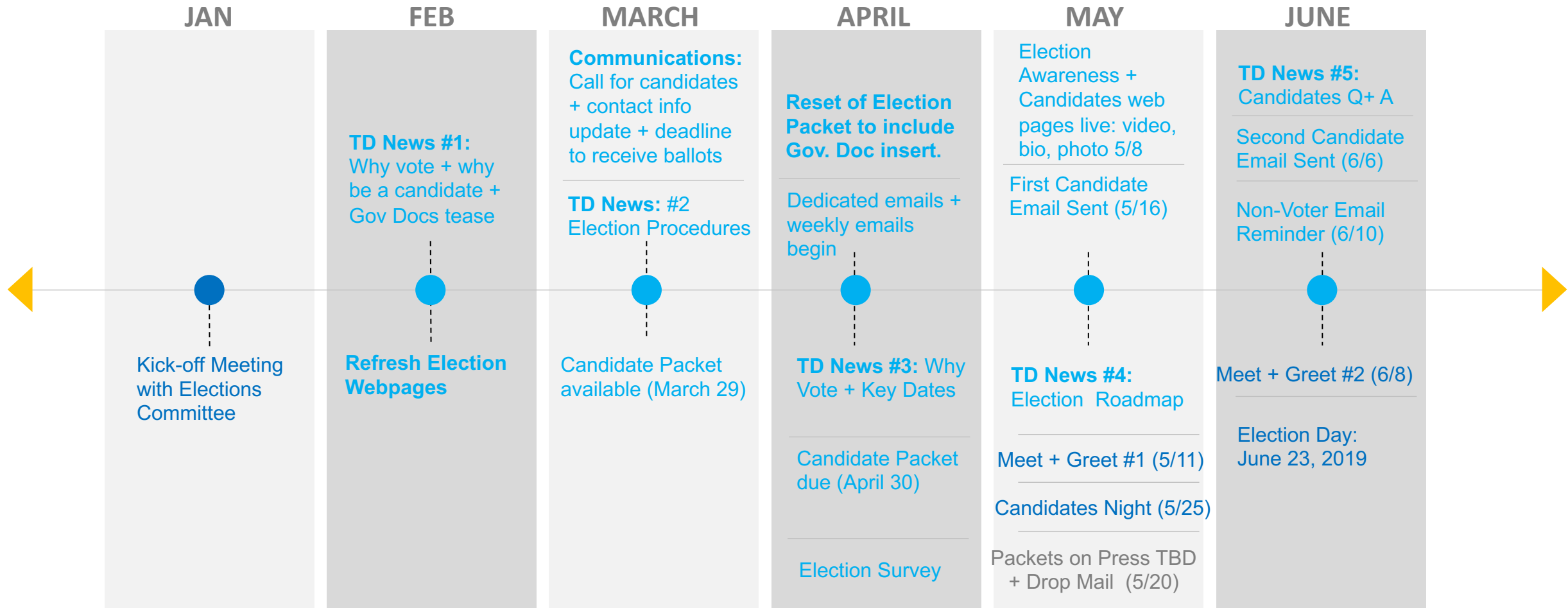
Educate members on process, candidates and importance — reason to care.

Introduce new tactics to increase voter engagement + awareness.

# ACTIVATION CHANNELS



# ELECTION HIGH LEVEL ROADMAP



# **AWARENESS + ENGAGEMENT CAMPAIGN**

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

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

# 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.

## 2018 BOARD OF DIRECTORS ELECTION SAMPLE YOUR VOTE MATTERS

### INTRO TEXT AND KEY ELECTION DATES GO HERE

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#### KEY ELECTION + VOTING DATES

May 20: Ballots mailed to all members

May 25: Candidates Night (live broadcast available)

June 8: Candidate Meet and Greet

June 23: Election day, Association Annual Meeting + BBQ



#### Jen Jones-Rachford

JenJones@votenow.com

See Candidate's TD Web page

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Click [HERE](#) to keep reading



#### John Smith

JohninTD@gmail.com

See Candidate's TD Web page

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Click [HERE](#) to learn more



#### Jane Powchaser

JohninTD@gmail.com

See Candidate's TD Web page

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#### William Turbull

JohninTD@gmail.com

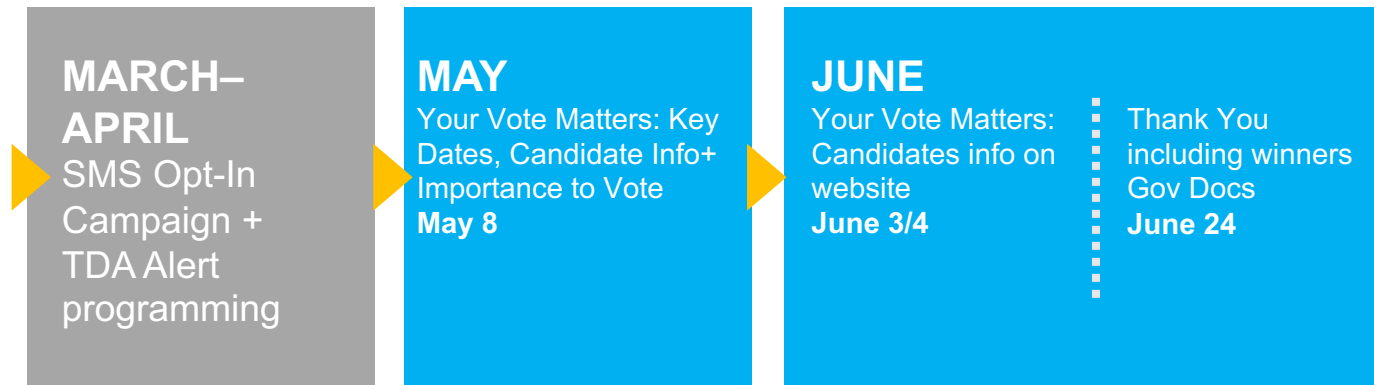
See Candidate's TD Web page

**MY VIEW:** LLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

# 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:





# 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 360° 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



# WEB SITE

## 2019 Board Elections

### **ABOUT**

- Background
- When
- Why Vote

### **RUN FOR THE BOARD**

- How
- Why
- Requirements

### **FAIR CAMPAIGN GUIDELINES**

### **KEY DATES**

### **FAQ's**

### **SURVEY RESULTS**

### **CANDIDATES**

- Statements
- Videos
- Posting Space
- Archive of posts
- Candidate Q&A



**THANK YOU**



**TAHOE DONNER<sup>SM</sup>**