

2020 TAHOE DONNER ELECTIONS

March 2020

BACKGROUND + OVERVIEW

We will lead and drive communications for the 2020 Board of Elections and refining enhanced engagement practices. This will include a target voter participation goal of 40%

- **Who:** All TD eligible homeowners
- **What:** Communications and engagement plan to hit a 40% voter turnout
- **Why:** Increase member awareness, engagement and votes
- **When:** June 28, 2020

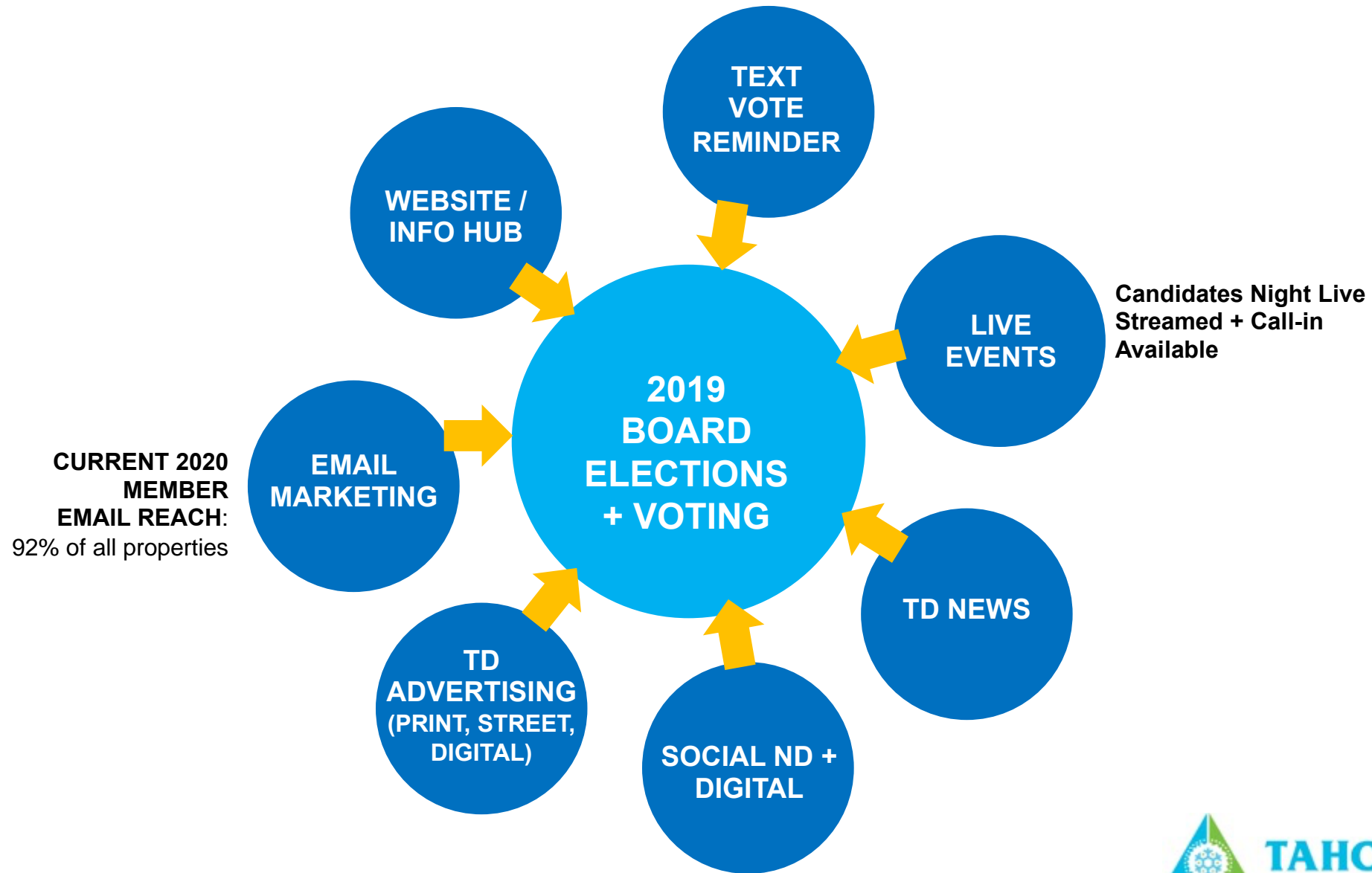
Campaign Goals

Increase voter turnout. Target participation of 40%.

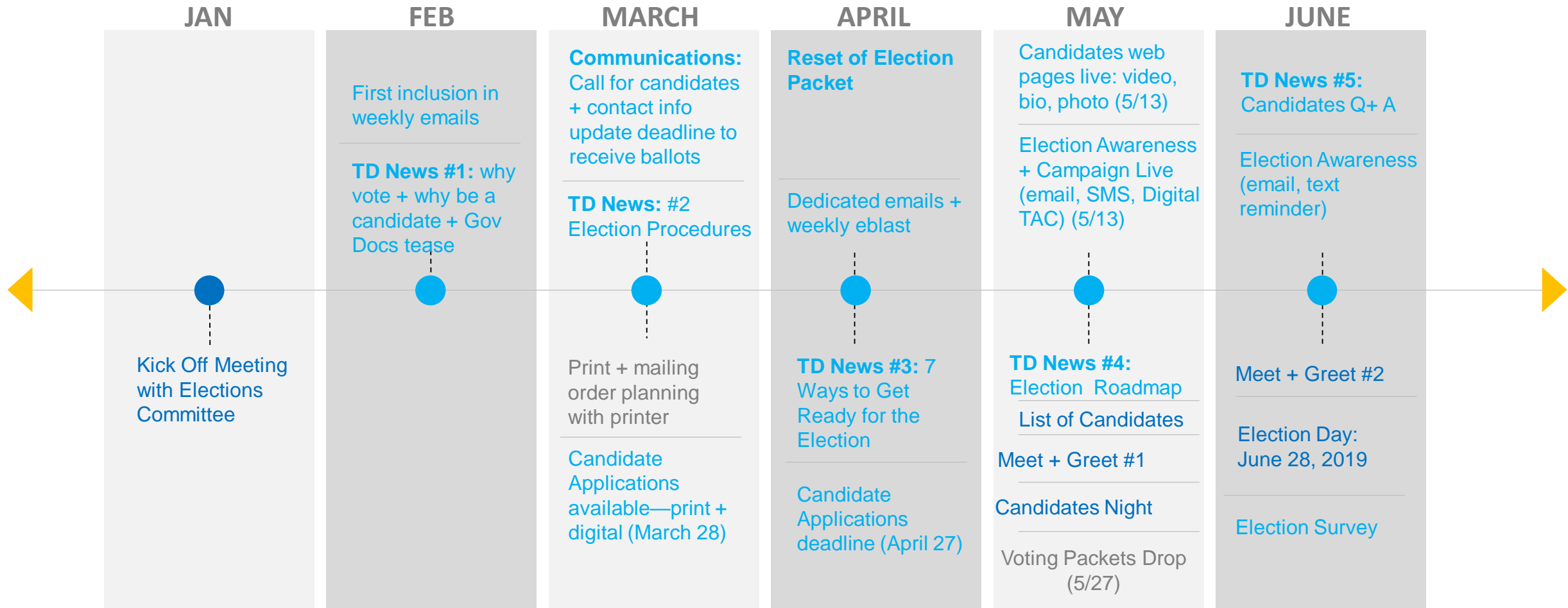
Educate members on voting process and importance—reason to care.

Increase exposure for each candidate

ACTIVATION CHANNELS



ELECTION HIGH LEVEL ROADMAP



KEY DATES

CHANNEL	SPECIFICS
TD News Article #1—Why Vote, Become a Candidate,	Content Due 1/10 Published 2/1
TD News Article #2—Election Procedures	Content Due 2/10 Published 3/1
TD News Article #3	Content Due 3/10 Published 4/1
Candidates Packages available via pick up or electronic download + Dedicated email	March 28
TD News Article #4—Election Roadmap	Content Due 4/10 Published 5/1
Applications Due, Candidates verified, Email Membership of Candidates	April 27
Candidates Videos + Photos Due + Candidate Meet + Greet w/ Staff	May 8
TD News Article #5—Candidates Q+A, Awareness	Content Due 5/10 On press 6/1
Candidates Webpages Live, Email + Awareness Campaign Begins	May 13
Candidates Meet + Greet #1	May 16
Candidate Feature Email #1 (Content due 5/18)	May 20

KEY DATES

CHANNEL	SPECIFICS
Candidates Night	May 23
Election Packets Mailed to Membership	May 27
Candidates Meet + Greet #2	June 6
Candidates Feature Email #2 (Content due 6/8)	June 10
Retarget Outreach to non-voter list	June 15
Election Ballot Meeting	June 26
Annual Meeting + Election Results Announced	June 28
Email: Results + Stats	June 28
Winners Feature Story in TD News + bio on web	Due 7/10, Published 8/1
Post-election survey	July 10

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

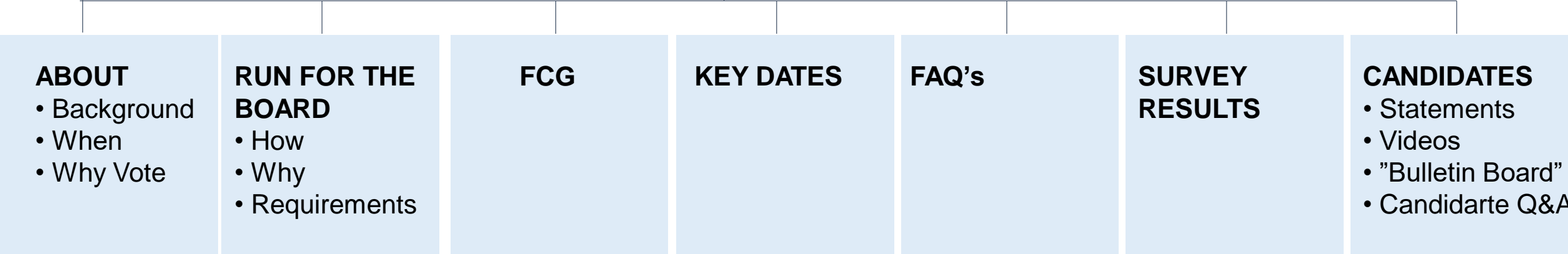
CHANNEL	SPECIFICS
Web	Homepage promo, event pages, Elections Section, Blog
Email	Dedicated and weekly
Advertising	Digital Screens, TD News Print Ad, Amenity Ads
Social	Nextdoor + Digital PTP
Street Banners + Posters	All Locations, Poster Flyers
Text Reminder(s)	Integrated Campaign
Targeted Non-Voter Email Reminder	List from Accountancy Firm

EMAIL CALENDAR

SEND DATE	DEDICATED EMAIL DETAILS
3/28	Dedicated: Election Packet Now Available, Get involved message
4/27	Dedicated: Slate of Candidates Announced, request for questions
5/13	Dedicated: KICKOFF AWARENESS CAMPAIGN candidate webpages live, meet candidates events, call for questions, update contact info, why voting matters)
5/21	Dedicated: Candidate Feature Email #1
5/27	Dedicated: May 29: Why voting matters, where to get educated, what to do if not received ballot
6/10	Dedicated: Candidate Feature Email #2
6/18	Dedicated VOTE REMINDER to non-voters
6/25	Dedicated: June 19 Why vote, how to replace ballot, on-site voting
6/28	Election Winner Announcement with vote total (Sunday of election) Tease Gov Docs
INCLUSION IN WEEKLY EMAILS	
3/17	Packets available March 28, link to what it's like to be a board member + Run FAQs
3/23	Packets available March 28, link to what it's like to be a board member + Run FAQs
3/31	Packets available March 28, link to what it's like to be a board member + Run FAQs
4/7	Packets available March 28, link to what it's like to be a board member + Run FAQs
4/14	Packets available March 28, link to what it's like to be a board member + Run FAQs
4/21	Last Call for Packets, request questions
4/28	Last Call for Packets
5/12	TILE: Launch Awareness Campaign
5/19	Tile: Why vote, Election events, candidate pages
5/26	TILE: ballots mailed this week - how to get a replacement ballot, candidate resources, election events
6/2	Tile: ballots mailed - how to get a replacement ballot, candidate resources, election events
6/9	Tile: ballots mailed - how to get a replacement ballot, candidate resources, election events
6/16	Tile: Reminder to Vote and how to vote on-site
6/23	Tile: Reminder to Vote and how to vote on-site
6/30	Tile: Election Results, link to voting totals

WEB SITE

2020 Board Elections



THANK YOU