

King County Elections

From: Cathy Allen [Cathy@connectionsgroup.org]
Sent: Sunday, August 27, 2006 12:42 PM
To: Egan, Bobbie
Cc: randy.pepple@hillandknowlton.com
Subject: official proposal and budget
Attachments: KCREVBM2006 8-27.doc

Bobbie --

Here's a more official version for you to bring around tomorrow. I thought we had better put some well-thought out time into this as it is a pretty major program. We have gone over all our focus groups and findings for the past two years and based the strategy on exactly what we found out.

I am confident this is a program that will work, but we need to get started asap as this will put us all to the test. I foresee great results if we can move quickly.

thanks for the opportunity: we will rock.

Hugs

Cathy

From: Egan, Bobbie [mailto:Bobbie.Egan@METROKC.GOV]
Sent: Fri 8/25/2006 5:15 PM
To: Cathy Allen
Subject: RE: revised budget and explanation

I need to get Jim and Sherril's buy-off. Can I reply by COB Monday? I'm going to add the KCJ, too.

From: Cathy Allen [mailto:Cathy@connectionsgroup.org]
Sent: Friday, August 25, 2006 4:58 PM
To: Egan, Bobbie
Subject: revised budget and explanation

Bobbie,

What I would like to do is move a little of the money around so that we can do what we discussed:

- An intern/ambassador program to sign people up on primary election day, and then after the primary have interns go to events or where poll voters go and sign them up;
- Flyers featuring VIP's who are converting to VBM which we can hand out at special events, booths, public meetings, etc.
- A direct mail piece to about 75,000 likely poll voters whom we can mail with a form to return to King County turning them into VBM voters
- Two radio spots to be played for three weeks in prime markets of our targeted voters (women, young people, newcomers), probably 10 radio stations
- Banner ads in the Times, P-I, and the Stranger
- Plenty of money for anything extra you might envision for Lori Wardian's design
- A media relations boost that would include setting up, orchestrating and helping get the word out for The Ambassador sign-up program, a University program, and other opportunities to get the word out.

Here's how the budget looks. Before I send it to Randy, what do you think?

3/13/2007

Thanks for bringing us back in. We are working already to get the folks together for the Ambassador outreach we will need to produce 100 interns.

However, I love this stuff.

Hugs

Cathy