

From: Katie Koester
Sent: Friday, June 24, 2016 4:49 PM
To: Renee Krause
Cc: Ken Castner (kcastner@tonsina.biz) (kcastner@tonsina.biz)
Subject: Emailing - 10WeekPACplan_McKinney.pdf
Attachments: 10WeekPACplan_McKinney.pdf

Hi Renee,

Will you include the sample bond education campaign from Meredith at Stantec in the materials for the Public Safety Building Committee? Also, remind them that before we spend any money on a campaign it needs to be authorized and appropriated by Council and we need to track everything through APOC. The mayor is very familiar with this requirement, but it is always good to remind ourselves! I will consult the attorney to see if we need an ordinance in addition to 15-18(S-2) to authorize expenditures.

Best,

Katie

PAC Campaign Draft Plan

Objective

The PAC's objective is to persuade the community to support McKinney ISD's bond election.

Strategies

Voter Targeting, Social Media, Advertising, Fundraising, Direct Mail, One-to-One.

Tactics

Live Phone Calls, Voice Recorded Calls, Door-to-Door, Endorsements, Presentations/Events, Facebook, Email Blasts, Texting, Fliers/Handouts, Letters-to-the-Editors, Letter Mailers, 4x4 Signs, 18x24 Yard Signs, Postcard Mailers, Newspaper Ads.

Getting Started:

- Name chair and treasurer(s)
- File form STA with ISD Superintendent Secretary and ask them to stamp it and mail to Ethics Commission
<https://www.ethics.state.tx.us/forms/sta.pdf>
- Complete Form SECURITY and mail to Texas Ethics Commission, P.O. Box 12070 Austin TX 78711
<https://www.ethics.state.tx.us/forms/SECURE.pdf>
- File form SS-4 with the IRS to secure an EIN - Treasurer(s)
<http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/How-to-Apply-for-an-EIN>
- Open checking account with EIN - Treasurer(s)
- Design campaign brand
- Draft budget
- Begin collecting YES vote commitments
- Begin fundraising with starting goal of \$500 each
- Recruit more volunteer participants
- Draft key messages
- Publish Facebook page and set up other social media tools
- Design and print campaign card for kickoff event
- Design sign art
- Set up weekly updates from Superintendent on presentation schedule then schedule at least one PAC member to attend each
- Get permission to post large campaign signs in high traffic areas from property owners (track in Excel)
- Email public information request for all student directory information with campus field
- Email public information request for all staff directory information with campus field
- Email public information request for MISD vendor list
- Design and print Why Vote Yes flier

Week One:

March 14-18, 2016

- Acquire ISD student directory information with home campus field
- Acquire ISD vendor list sorted by top 50 in volume with contact information
- Acquire voter file with phones
- Settle on campaign strategy / budget
- Form sub-committees / assignments
- Identify Key Messages
- Launch PAC Facebook Page
- Write op-ed piece from PAC leadership
- Plan PAC representation at ISD presentations
- Schedule neighborhood coffees with the Superintendent/Board Members
- Identify and schedule key events where PAC should have presence
- Begin drafting letters to the editors to send to area newspapers
- Produce voter contact mailing, phone and walk lists
- Get permission for placement of 4x4 signs
- Begin tracking yes vote commitments on a spreadsheet
- Design and print Why Vote Yes flier
- Secure ad space and begin designing ads for local newspaper(s)

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- Design 18x24 yard signs and the 4x4 signs and send to printer
- Fundraising

Week Two:

March 21-25, 2016

- Update and promote Facebook page
- Make calls
- Schedule neighborhood coffees with the Mayor / Council
- Get permission for placement of 4x4 signs
- Secure ad space and begin designing ads for local newspaper(s)
- Continue drafting letters and send two to the editors of local media
- Continue collecting yes vote commitments on a spreadsheet
- Continue scheduling and attending ISD presentations/events
- Design first postcard mailer
- Draft endorsement letter from the Mayor or other?
- Send letters to the editors of local media
- Get permission for placement of 4x4 signs
- Fundraising

Week Three:

March 28-April 1, 2016

- Update and promote Facebook page
- Make calls
- Continue drafting letters and send two to the editors of local media
- Schedule neighborhood coffees with the Superintendent/Board
- Continue scheduling and attending presentations/events
- Get permission for placement of 4x4 signs
- Continue collecting yes vote commitments on a spreadsheet
- Fundraising

Week Four:

April 4-8, 2016

- 30-Day Pre-Election Report FORM SPAC DUE Thursday, April 7th
- Publish PAC Op-Ed
- Post 4x4 signs
- Update and promote Facebook page
- Make calls
- Send first postcard mailer to printer
- Neighborhood door-to-door walk (with yard signs)
- Get permission for placement of 4x4 signs
- Continue drafting letters and send two to the editors of local media
- Continue collecting yes vote commitments on a spreadsheet
- Continue scheduling and attending presentations/events
- Schedule neighborhood coffees with the Superintendent/Board
- Design second postcard mailer
- Fundraising

Week Five:

April 11-15, 2016

- Update and promote Facebook page
- Make calls
- Neighborhood door-to-door walk (with yard signs)
- Get permission for placement of 4x4 signs
- Mail Mayor's endorsement letter to every mailbox
- Continue drafting letters and send two to the editors of local media
- Continue collecting yes vote commitments on a spreadsheet
- Continue scheduling and attending presentations/events
- Schedule neighborhood coffees with the Superintendent/Board
- Send second postcard mailer to printer
- Fundraising

Week Six:

April 18-22, 2016

- Update and promote Facebook page

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- Make calls
- Record and send voice-recorded message from local celebrity
- Neighborhood door-to-door walk (with yard signs)
- Continue drafting letters and send two to the editors of local media
- Continue collecting yes vote commitments on a spreadsheet
- Schedule neighborhood coffees with the Superintendent/Board
- Send advertisement artwork to local papers
- Fundraising

Week Seven: April 25-29, 2016

- 8 Day Pre-Election Report FORM SPAC DUE Friday, April 29th**
- Voice recorded call from local celebrity on first day of early voting
- Text message early vote info by campus to all staff / parents
- Mail first PAC postcard
- Update and promote Facebook page
- Make calls
- Record second voice-recorded message from local celebrity
- Neighborhood door-to-door walk (with yard signs)
- Continue drafting letters and send two to the editors of local media
- Continue collecting yes vote commitments on a spreadsheet
- Continue scheduling and attending presentations/events
- Schedule neighborhood coffees with the Mayor/Council
- Send advertisement artwork to local papers
- Fundraising

Week Eight: May 2-6, 2016

- Text message early vote info by campus to all staff / parents
- Mail second PAC postcard
- Update and promote Facebook page
- Make calls
- Neighborhood door-to-door walk (with yard signs)
- Send second voice-recorded message from local celebrity
- Continue collecting yes vote commitments on a spreadsheet
- Call supporters identified in paid phone bank and remind them to vote
- Fundraising

Election Day: May 7th, 2016

- Voice recorded call reminder from local celebrity to go vote yes
- Text message vote info to all staff / parents
- Ask ISD leaders to call their staffs who live in the ISD to please go vote
- Ask all PAC members and ISD leaders to call friends, family and coworkers reminding them to go vote
- Email PAC members and supporters
- Poll watching reception

Post-Election: May 2016

- Mail thank you notes to all PAC and bond committee volunteers
- Ask ISD to mail thank you letter to all PAC and bond committee volunteers
- Host a celebration reception for bond planning committee and PAC volunteers

Post-Election: Continuous Communications

- Keep the Facebook page active with a monthly progress update
- Possibly use the Facebook page to promote other ISD initiatives

REPORTING:

Campaign Finance Guide for Political Committees

http://www.ethics.state.tx.us/guides/PAC_guide.htm

PAC Campaign Draft Plan

Preparing and Filing Reports of Campaign Contributions and Expenditures

http://www.ethics.state.tx.us/guides/PAC_guide.htm#SCHEDULE_SPAC

FORM SPAC: <http://www.ethics.state.tx.us/forms/spac.pdf>

Use Form SPAC for filing the following reports:

- Semiannual reports (January 15 and July 15)
- Pre-election reports (30th day before election, 8th day before election)
- Dissolution report

2016 Reporting Schedule

<https://www.ethics.state.tx.us/schedule/s16gspac.pdf>

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