



## Strategic Plan

Last Updated February 10, 2005

A look back...

Fall 2002

# objectives

- Increase voter turnout in Brown County
- Position Project VOTE as an approachable, knowledgeable, non-partisan local voter resource
- Create awareness for Project VOTE and it's get out the vote initiatives

Fall 2002

# highlights

- Executed a relatively integrated public education campaign including:
  - Advertising
    - TV PSAs
      - Successful TV PSA, leading to an editorial endorsement of the group's efforts by the market's leading daily newspaper
    - Newspaper PSA
    - Outdoor PSAs
      - Billboard & Yard Signs & Ourselves (buttons)
  - Public Relations
    - Ongoing Media Relations
    - Overwhelming exposure for Project VOTE
    - Voter Recognition
      - Stickers
    - Prom Packet Runners/Volunteers
- Established credibility and a platform to build upon

Spring 2003

# objectives

- Increase voter turnout in Brown County
- Continue to position Project VOTE as an approachable, knowledgeable, non-partisan local voter resource
- Continue to create awareness for Project VOTE and it's get out the vote initiatives
- Educate eligible voters that local elections matter and have a direct impact on their day to day lives

Spring 2003

# highlights

- Executed a relatively integrated public education campaign including:
  - Advertising
    - TV PSAs
    - Outdoors PSAs
      - Billboard, Yard Signs (focused on general election; approx. 200 posted) & ourselves (buttons)
  - Public Relations
    - Negative Campaigning Positioning Statement
    - Letters to the Editor
    - Ongoing Media Relations
    - Voter Recognition
      - Stickers
    - Special Events
      - Candidate Forums: 5 total
        1. County Executive – Primary Election
        2. County Executive – General Election
        3. Green Bay Mayoral – Primary Election
        4. Green Bay Mayoral – General Election
        5. Brown County Circuit Judge

Spring 2003

# highlights

- Organizational achievements
  - Submitted grant request to Greater Green Bay Community Foundation
    - Established a conduit to ensure donations are recorded as tax deductible
  - Operation Thank You
    - Personal letters to area business leaders for Fall 2002 support
  - Top 25 Business Fundraising Solicitation
    - Effort has generated approximately \$\_\_\_\_\_ to date
    - Jennifer to provide regular treasurer's report at future meetings
  - Nominated for a state award by the League of Women Voters

2004

# highlights

- Wisconsin Senate District 30 Candidate Forum
- Created comprehensive web site Project-Vote.org
- Established Municipal Voter Challenge
- Awarded “traveling” trophy to Village of Hobart and the Village of Howard
- Billboards and yard signs
- Banner and signs displaying PV logo & web information
- Media Coverage – editorials and press releases
  - Issued three press releases, which were picked up by the local media: (1) Project VOTE announces Web site (Feb. 20); (2) Go to the polls, fly old Glory (Sept. 8); (3) Project VOTE candidate forum in 30<sup>th</sup> Senate District (Oct. 20)
  - Project VOTE is profiled in May 2004 issue of the Brown County Taxpayers Assn “Tax Times” newsletter
  - Project VOTE get “thumbs up” in Green Bay Press-Gazette editorial Sept. 13
  - 30<sup>th</sup> Senate District forum receives front-page coverage Oct. 21 in Green Bay News-Chronicle
  - Project VOTE co-chairs are major sources in media coverage of voter turnout for Nov. 2 election (Channel 11, Green Bay Press-Gazette, WTAQ Radio)
  - Green Bay Press-Gazette carries opinion column by Jim Morrison and Glen Tilot, “Keep Civic Spirit Alive by Voting in Future Elections,” Nov. 6
  - Voter Challenge Trophy presentations April 14 and Nov. 9 receive extensive news coverage in local media (newspapers, television, and radio).



A look ahead...

# internal objectives

- Become a better organized, volunteer-based, self-sufficient organization/entity
- Continue to position Project VOTE as a credible, knowledgeable, non-partisan local voter resource
- Continue to create awareness for Project VOTE and its get out the vote initiatives

# external objectives

- Brown County achieve highest voter turnout of registered voters in State
- Educate eligible voters about:
  - The Office
  - The Process
  - The Candidates
    - Non-partisan issues
  - How to seek public office
  - Voter registration/new voter ID process
    - Add information to website
- Promote positive campaigning
- Partner and collaborate with more organizations to foster grassroots involvement
  - i.e., League of Women Voters, neighborhood associations, etc.
- Where did we rank statewide?

Project VOTE

# positioning

To each eligible voter in Brown County

(Target Market Segment)

Project VOTE

(Brand name)

Is a non-partisan volunteer organization

(Fact/Frame of Reference)

That encourages you to vote

(Perception/Point of Difference)

Because your voice needs and deserves to be heard.

(Promise)

# target audiences

- All eligible voters in Brown County
- Future voters
  - Tap into Teen Leadership programs for recruits
    - Note: Jenifer Waite is on Steering Committee. What a resource!
  - Outreach to minority audiences
    - Hispanic, Hmong, African American, Native American
  - Involvement in KidsVote
  - High school, college, post-secondary
- Area business leaders
- News media
- Candidates

# strategies & tactics

- Formalize Organizational Structure
  - See Attached Organizational Chart to be Updated Annually
- Develop a Volunteer Recruitment Strategy
  - Keep diversity in mind
    - Teen LGB; Hispanic, Hmong, and Native American groups; student groups (high school and college), League of Women Voters, elderly, etc.
- Maintain Awareness of Fundraising Opportunities

# strategies & tactics

- Advertising
  - Continue to utilize PSAs; expand mediums as feasible
    - TV
    - Radio
    - Billboards, yards signs, and buttons
      - Consider distributing buttons to broader audience (mail to top 25 business leaders, LGB alumni, those attending forums, etc.)
    - Newspaper
    - Website
      - Generates awareness while serving as an educational resource
    - Business marquees
    - Banner!
    - Other ideas?

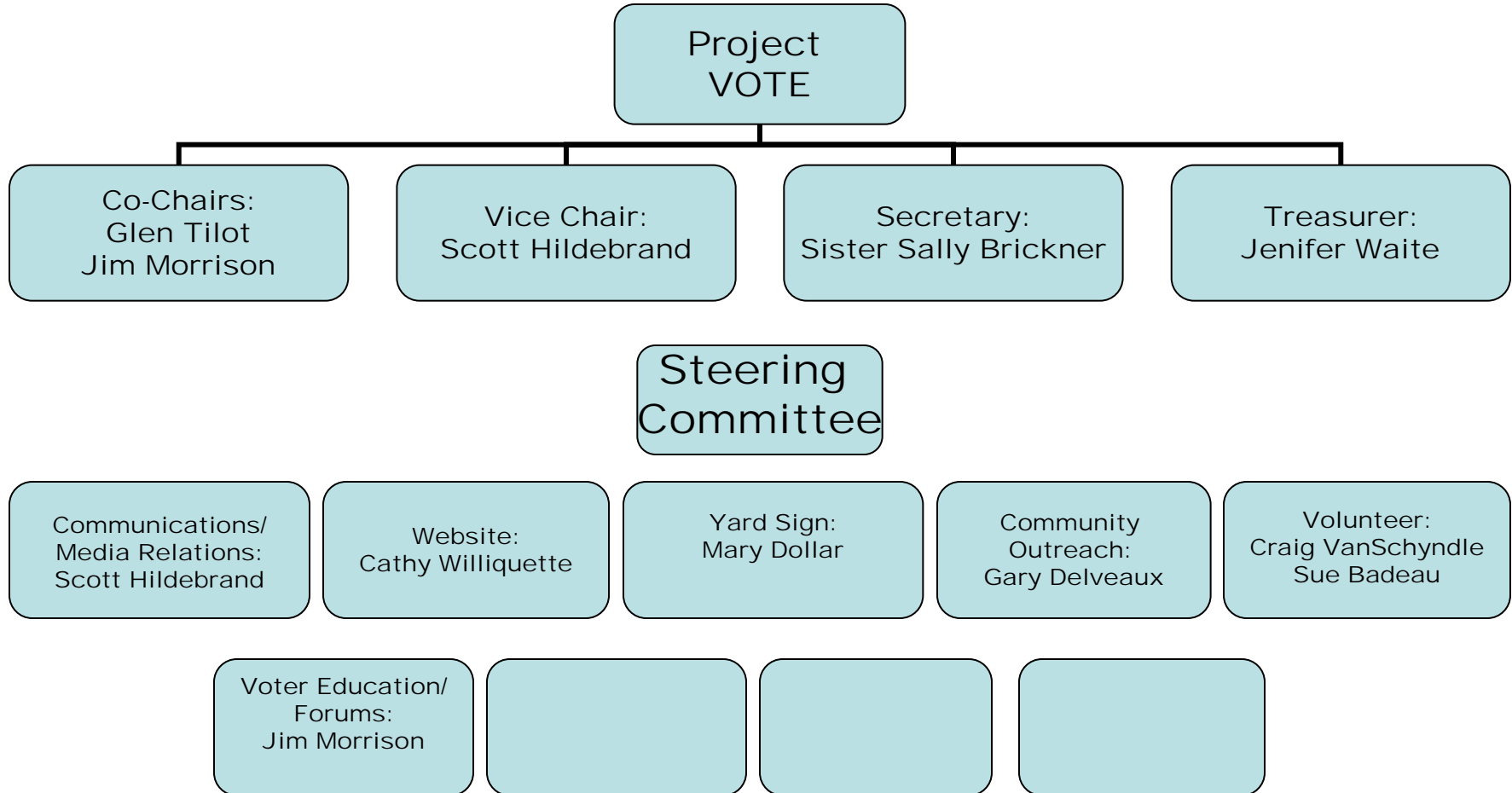
# strategies & tactics

- Public Relations
  - Ongoing Media Relations
    - Continue to be a leading voice in the election process
  - Voter Recognition
    - Stickers
  - Special events
    - Hold Candidate Forums as Appropriate
    - Participate in Other Special Events as Opportunities Arise
  - Conduct community outreach with key groups
    - Connect with neighborhood associations, League of Women Voters



# Project VOTE

# Organizational chart



2005

# Strategies & tactics

- State Superintendent of Public Instruction Candidate Forum