

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

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 \$1,700 to date
 - Jennifer to provide regular treasurer's report at future meetings
- Nominated for a state award by the League of Women Voters