SORO NC 2023 Elections

Election Date: March 26, 2023

Marketing Plan

Recommended Overall Budget: $16,000

South Robertson NC boundaries has approximately 50,000 Stakeholders, represented by 25 NC Board Members of which 12 are up for election in March 2023:

- Residential Zone 2
- Residential Zone 4
- Residential Zone 6
- Residential Zone 8
- Residential Zone 10
- At-Large 2
- At-Large 4
- Business 1
- Business 3
- Business 5
- Organization 1
- Organization 3

Previous Results: The 2021 SORO NC Elections were "Vote by Mail" only and yielded 103 votes. The NC only spent $1300.

As this election will have both "vote by mail" and a live polling location on Election Day, there are 3 separate phases in the marketing process- Candidate Recruitment, Voter Registration and Get-Out-the-Vote.

Candidate Recruitment:

Filing begins 11/26/21 and ends the first week of January 2023. Will need Board approval of $3000 (itemized) budget motions.

Although this is the phase that is furthest from the elections, it is actually the most important.

Most voters come from the efforts of the Candidates themselves. Therefore, the more candidates that are running, the more Stakeholders will show up to vote overall. Further, if there are uncontested races, there is little incentive for that candidate to campaign at all.

Marketing should be a mix of overall candidate recruitment "education" along with targeted "motivation" for each seat that is up for election. Although a large percentage of Stakeholders spend a significant amount of time online, it is also important to not neglect real world marketing. It is during this phase that the Elections Team needs to be the most engaged.

1. Candidate Recruitment Mixer $500
    a. Live and/or Online event(s) that gather and motivate potential candidates- answer questions about NC, timeline, qualifications, etc… Should also be social.
2. Social Media Posts- $1500
    a. Focus on engaging posts that target a particular Seat. Use a wide mix of platforms over several weeks. Tags and Boosting are important.
3. Lawn Signs- $500
    a. 10 per zone- Simple and Visible. Should include the Filing Deadline and website for more information.
4. Flyers/Posters- $500
    a. 5000 Hand out to local businesses, organizations. (Will require volunteers to distribute)

Voter Registration:

This phase begins January 26 and ends March 17. Will need Board approval of $8300 (itemized) budget motions.

Although City Clerk and DONE haven't yet sent out the exact protocols for registration, it can be expected that there will be advanced registration for the Vote-by-Mail application and Election Day.

Candidates will generally ramp up their campaigns and should be encouraged and motivated to start early and work hard to get voters registered. They will end up brining in most of the voters. The Elections Team should focus marketing on educated Stakeholders about the NC and registering/applying for a ballot, most heavily during the first 4 weeks and then shifting to Voting.

1. Candidate Orientation $100
    a. Live and/or Online event the week of January 30th to give campaigning rules, instructions, tips, etc… limited to all Certified Candidates.
2. Social Media Posts- $1000
    a. Engaging posts that are more NC informational, with several subjects that target a complete variety of Stakeholder types (Residents, Organizations, Businesses, Employees, Students…) Use a wide mix of platforms over several weeks. Tags and Boosting are important. The "action" of these posts should be to REGISTER.

3. Banners- $1000
   a. 10+ banners of varying sizes with minimal information that focuses on "Register Now", Polls/date, QR code, website-
4. Postcard (EDDM)- $6000
   a. 20,000 4x6 double sided postcards to every address in SORO. General Election/Registration Information.
5. Election Day-$200
   a. Social media blitz, 5 lawn signs

Get-Out-The-VOTE:

Mail-in ballots are accepted beginning February 24 through March 28. The polls will be open from 10am-4pm at the Robertson Rec Center (pending approval). Will need Board approval of $5000 (itemized) budget motions.

1. Candidate Events $500
   a. Live and/or Online event(s) that give Stakeholders the opportunity to hear directly from candidates.
   b. Candidate Meet-&-Greet. Open house style w/tables for information.
2. Social Media Posts- $1000
   a. A mix targeting both Mail Ballot and Election Day
3. Lawn Signs- $500
   a. 10 per zone- Simple and Visible. Info should focus mainly on the Election Day
4. Voter Guides- $2600 (plus design, if needed)
   a. At least 2000. Begin distributing first week of March.
5. 11x17 Posters- $400
   a. 1000 Hand out to local businesses to post in windows. Instructions on Voting. (Will require volunteers to distribute)

   Alternatively, you could skip the postcard and distribute 20,000 "newspaper" voter guides by The Walking Man for $7000 total (I tried to estimate inflation- might be a little cheaper)