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## HGNNC Board Election 2021

### Proposed 11-30-2020

The goal of the election outreach plan is to reach every household in Harbor Gateway North with both awareness of the Neighborhood Council and of the Board election and to utilize multiple methods of communication.

<b>Candidate Recruitment</b> February 13 – March 30	
Mailer via EverydoorDirect Mail flyer printed plus mailing)	1,910
Mail piece (10,000 8 ½ xx 11 two-sided color) – Minuteman Press	1,445
Translation of mailer wording into Spanish	50
Graphic design for outreach materials	500
Constant Contact email to 700 stakeholders	0
One Call Now robo-call to 1,000 stakeholders	140
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	835
Banners: seven 5 ‘ x 3‘ (Minuteman Press)	196
Candidate information Town Hall online via Zoom, supported by City Clerk and DONE	0
<b>Total</b>	<b>5,076</b>

<b>Voter Registration</b> April 16 -- June 8 (drive up registration at shopping center with shred van)	
Shred van – Socal Shred (four hours) on a Sat. in April	500
Flyer, two-sided color on white– printed for 10,000 households (Minuteman Press) with design	776
Translation of flyer wording into Spanish	50
Flyer delivered to 10,000 households by CIPS/ACI Media in thin plastic bag	995
Constant Contact email to 700 stakeholders	0
One Call Now robo-call to 1,000 stakeholders	140
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	835
<b>Total</b>	<b>3,296</b>

<b>Candidate Forum</b>	
Tues. April 27 in place of General Membership meeting	<b>0</b>

<b>Election Day – June 15</b>	
City Clerk staff assigned to the VBM drop box 12-8 p.m.	<b>0</b>

<b>Get Out the Vote</b> (late May/early June) reminder to mail in ballot/drop off June 15	
Doorhangar (10,000 two-sided color 12 x 18 100# gloss cover designed and printed)	817
Doorhangar delivered	895
Translation of flyer wording into Spanish	50
Constant Contact email to 700 stakeholders	0
One Call Now robo-call to 1,000 stakeholders	140
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	835
<b>Total</b>	<b>2,737</b>
<b>Grand Total</b>	<b>11,109</b>