

HGNNC Board Election 2021
Proposed Budget 12-16-2020

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.

Candidate Recruitment February 13 – March 30	
Delivery via EverydoorDirect Mail – cost via USPS	1,910
Printing of mail piece (10,000 8 ½ x 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	0
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
Total	4,936

Voter Registration April 16 -- June 8 (drive up registration at shopping center with shred van)	
Shred van – Socal Shred (four hours) on a Sat. in late April	500
Doorhangar (10,000 two-sided color 12 x 18 100# gloss cover) printed by Minuteman Press	817
Translation of flyer wording into Spanish	50
Doorhangar delivered to 10,000 households by CIPS/ACI Media	895
Constant Contact email to 700 stakeholders	0
One Call Now robo-call to 1,000 stakeholders	0
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	500
Total	2,762

Candidate Forum	
Tues. April 27 in place of General Membership meeting	0

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

Get Out the Vote (late May/early June) reminder to mail in ballot/drop off June 15	
Constant Contact email to 700 stakeholders	0
One Call Now robo-call to 1,000 stakeholders	0
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	500
Total	500
Grand Total	8,198