

HGNNC Board Election 2021

Budget 6-2-2021 Updated

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 for 11,450 postcards	2,005
Printing of mail piece (11,650 6 ½ x 9 two-sided color) – Minuteman Press	1,797
Translation of mailer wording into Spanish	0
Graphic design for outreach materials	500
Constant Contact email to 700 stakeholders – February 15	0
Constant Contact email to 700 stakeholders – multiple mentions in other emails	0
One Call Now robo-call to 1,000 stakeholders on February	0
One Call Now robo-call to 1,000 stakeholders on March 25	0
Social media – Facebook targeted ads, Twitter, Instagram, Nextdoor	519
HGNNC website - additional election -related costs from website postings – January 2021	359
HGNNC website - additional election -related costs from website postings – February 2021	211
HGNNC website – additional election-related costs from website postings – March 2021	100
Candidate information sessions online via Zoom, supported by City Clerk and DONE	0
Total	5,491

Voter Registration April 16 -- June 8 (drive up registration at shopping center with shred van)	
Shred van – Socal Shred (four hours) on Sat. April 24	500
Flyer, two-sided—combined with Candidate Forum flyer	0
Translation of flyer wording into Spanish	0
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	555
HGNNC website - additional election -related costs from website postings	?
Hootsuite social media scheduling app – Outreach budget for one years'	0
Total	1,055

Candidate Forums April 27 and April 29	
Flyer delivery via CIPS/ACI for Tues. April 27 in place of General Membership meeting	895
Flyer printing (10,000 two-sided color 8.5 x 11 100# gloss cover) printed by Minuteman Press – cost over usual one sided flyer, black ink on colored paper	663
Moderator for Candidate Forums – League of Women Voters Los Angeles	200
HGNNC website -additional election -related costs from website postings	
Total	1,758

Election Day – June 15	
City Clerk staff assigned to the VBM drop box at Algin Sutton Recreation Center	0

Get Out the Vote (late May/early June) reminder to mail in ballot/drop off June 15	
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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	?300
HGNNC website - additional election -related costs from website postings – April 2021	270
Total	270
Grand Total	8,574

Approved budget: \$8,198