

HGNNC Board Election 2023

Budget 6-13-2022 Draft

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 December – January	
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	50
Graphic design for outreach materials	?
Constant Contact email to 900 stakeholders – December	0
Constant Contact email to 900 stakeholders – multiple mentions in other emails	0
One Call Now robo-call to 900 stakeholders on December	0
One Call Now robo-call to 900 stakeholders on January	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – candidate recruitment information	0
Candidate information sessions online via Zoom, supported by City Clerk and DONE	0
Total	\$3,852

Voter Registration Feb – April 1 (in-person registration at voting site)	
Constant Contact email to 900 stakeholders	0
One Call Now robo-call to 900 stakeholders	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0
HGNNC website – voter registration information	0
Pop up voter registration booth in multiple HGNNC Districts	0
Total	0

Candidate Forum(s) and Election Day	
Flyer delivery via Walking Man	1,575
Flyer printing (10,000 two-sided color 8.5 x 11 100# gloss cover) printed by Minuteman Press	700
Moderator for Candidate Forums – League of Women Voters Torrance or Los Angeles?	200
Total	\$2,475

Election Day – Sat. April 1	
Shred van – SoCal Shred for four hours	500
Boxed lunch and water for City Clerk staff	40
VBM drop box at ?	0
Total	\$540

Get Out the Vote (late May/early June) reminder to mail in ballot/drop off by April 1	
Constant Contact email to 900 stakeholders	0
One Call Now robo-call to 900 stakeholders	0
Social media – Facebook, Twitter, Instagram, Nextdoor	0

HGNNC website – how to vote information - April 2021	0
Total	0
Grand Total	\$6,867

Approved budget: \$

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