

Our Number 1 Job

Build Social Licence:

- Build Share of Mind first
- Then build Share of YES Vote



Goldstein for YES: Campaign Engagement & Activation Plan



Marketing	Infield Engagement	Communicate & Support
<p><u>Yes23 Head Office</u></p> <ul style="list-style-type: none"> • YES23 Brand Style Guide & Messaging • Marketing & Advertising • Social Media <p><u>Local on-the-ground</u></p> <ul style="list-style-type: none"> • Goldstein for Yes website page • Merchandise: t-shirts, badges, caps, etc. • Printed Materials: corflutes, leaflets, flyers, bumper stickers, etc. • Signs on fences & shops, stickers on cars • Local Social Media activity 	<p><u>Raise Visibility & Build Social Licence</u></p> <ul style="list-style-type: none"> • Street Meets, Train Stations, Markets, Sporting Venues, Parks, etc. • Rides, Runs, Walks, Swims & Shopping • Letter-box Drops • Events & Community Activities • Pre-Poll & Polling Day <p><u>Targeted Engagement</u></p> <ul style="list-style-type: none"> • KTCs (kitchen table conversations) • Door Knocking • Phone Banking 	<ul style="list-style-type: none"> • Volunteer Sign-up, Database & Comms Portal for Call-to-Action activities • Volunteer Team Comms Channel - Slack • Volunteer Training: Conversations, etc. • Regular Communication with Volunteers: <i>updates on progress, good news stories, calls to action, resources, moral support, direction, Q&A, social get-togethers, engage & build community, etc.</i> • Regular Project Mgt. Team Meetings • Code of Conduct & Resolution Process

Goldstein for Yes Campaign Activities & Timeline



July
Raise Awareness



Aug - Sept
Direct Engagement



Sept-Oct
Pre-poll & Polling Day

Key Activities

- Events: The Voice Event, 7 July
- Street Meets
- Train Stations
- Markets
- Kitchen Table Conversations
- Fence Signs & Bumper Stickers

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Key Activities

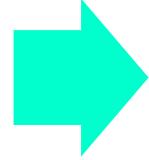
- Polling Stations
- Door Knocking
- Phone Banking
- Street Meets
- Train Stations
- Markets & Sporting Venues

Goldstein for Yes Campaign Goals



July

Raise Awareness



Aug - Sept

Direct Engagement



Sept-Oct

Pre-poll & Polling Day

Key progress indicators:

1. Number of volunteers: **300+, currently 240**
2. Number of fence signs distributed: **500-1,000+, currently 450**
3. Number of Doors Knocked: **35,000+, currently in progress**
4. Number of Street Meets across the electorate: **3-5 per week rotating across 18-24 locations**
5. Number of Train Stations across the electorate: **2-3 days per week rotating across 16 train stations over 2 train lines**
6. Number of Markets across the electorate: **attend all 6 local markets outside the entrance**
7. Number of Kitchen Table Conversations: **target 50+ across the campaign**
8. Number of letter boxes completed: **1 completed. Others TBA**
9. Number of phone calls made: **TBA**