



Outreach Plan & Budget DRAFT
South Robertson Neighborhoods Council
June 8, 2025 Selections
(10/8/24)

Timeline

Deadline to Submit Stipulation Sheet	At least 90 days before selection
Candidate Filing Period Opens	At least 60 days before selection
Candidate Filing Period Closes	At least 30 days before selection
Candidate Verification Deadline	At least 30 days before selection
Selection Day Outreach Period Begins	At least 30 days before selection
Selection Day	Sunday, June 8, 2025

Phase 1: Materials Creation and Preparation (11/01/2024-4/01/2025)

Outreach Materials
<p>Take stock of currently available outreach materials and adjust to make NC specific. Due to the recent elections, we have some great templates that can be adjusted to fit general outreach to fill board vacancies.</p> <p>Materials Needed:</p> <ul style="list-style-type: none"> - Candidate/Voter Outreach Flyer (5.5" x 8.5") - Candidate/Voter Outreach Banner Template - Election Day Banner Template - Social Media Post Templates - Newsletter Template - Candidate Forum Voter Guides Template

Publicity

The SORO NC posts the Selection (including Candidate Filing and Election Day) information on its own website, and could publicize Selection information on other venues such as

- Social Media
- Community media websites
- Local publications
- School newspapers
- Local Radio
- Community Events

List of Potential Community Partners

- Schools
- Library
- Recreation Center
- Non-Profits
- Churches and Faith Groups
- Farmers Market
- Grocery Stores
- Restaurants/ Coffee Shops
- Laundry/Drycleaners
- Museum of Tolerance

Need**Action**

List of CBO's, schools, churches, and businesses in South Robertson

Create excel sheet with tabs for each section, use information on existing lists to get started

Phase 2: Candidate Recruitment Period (April 9, 2025 - May 9, 2025)

Former Board and Committee Members	
Invite former board members to return to the board and fill vacancies	
Need	Action
Send email from the General Board thanking board members for previous service and inviting them to return to the board	Draft email, get approval from General Board and have it sent from their email, cc NEA
4 days after emails have been mailed out send a follow up email to the board members who received the letter to create an opportunity for them to respond and also update our contacts.	Draft email, email can come from the NEA account.

Community Events	
Identify community events in the NC area	
Need	Action
List of events	Add tab to outreach partners list for
	upcoming events
Swag	Confirm with NC the status of their swag and identify any swag the Department can add to the NC tabling event(s)

Targeted Canvassing

Schedule canvassing with NEA and invite current board members to participate. Canvassing would take place within the NC boundaries near the selection location.

Phase 3: Selection Day Outreach and Preparation (January 6, 2025 – May 9, 2025)

Candidate Forum

Need to develop Voter Guide (digital and print versions), Moderator, and develop questions for Candidates.
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Election Event

Create Banners for location and recruit poll workers/volunteers

Budget

<u>Phase</u>	<u>Item</u>	<u>Cost</u>
Pre Candidate	Banners to Schools, Parks, Rec Center	\$ 1,500
Candidate Recruitment	100 Lawn Signs	\$ 1,000
Candidate Recruitment	20000 Postcards (Paid Distribution to Business)	\$ 1,800
Voter Engagement	Candidate Forum (food and Voter Guides)	\$ 500
Voter Engagement	100 Lawn Signs	\$ 1,000
Selection Event	Banners	\$ 200
Selection Event	Ballot Printing	\$ 500
Total		\$ 6,500