



We are citizens acting responsibly for **EVERY STUDENT.**

Referenda Campaign Overview

Media Plan

- ◆ develop public message of Madison CARES
- ◆ press releases and conferences
- ◆ high profile events (kick-off, bake sale, rally, etc.)
- ◆ printed literature
- ◆ radio and print advertising
- ◆ web site
- ◆ radio and television news features

Special Election Day:

**Tuesday
May 24th**

Grassroots Action Plan

We cannot rely solely on the media to address the complexity of referenda issues: causes of the problem, what's at stake, and importance of the solutions. We must educate people neighbor-to-neighbor and community-to-community. We will try to reach a variety of constituencies using a variety of approaches.

CONSTITUENCIES (and lead organizers)

- ◆ parents / PTOs (Arlene Silveira & Janet Morrow)
- ◆ teachers (_____ and _____)
- ◆ students (Lena Song and Oliver Kiefer)
- ◆ grandparents (Nan Brien and _____)
- ◆ seniors (_____ and _____)
- ◆ business (_____ and _____)
- ◆ labor (_____ and _____)
- ◆ African-American community (_____ and _____)
- ◆ Latino community (_____ and _____)
- ◆ Hmong community (_____ and _____)
- ◆ neighborhood assns. (_____ and _____)

TACTICS

- ◆ up to 47 school open houses
- ◆ 100+ meet-ups and coffees
- ◆ 3 special community meetings (Hmong, Latino, African-American)
- ◆ 1 community-wide meeting of referenda supporters (April 16th)
- ◆ 1 pre-election rally
- ◆ 4 weekends at Farmer's Market with the "Completely Ridiculous Bake Sale"
- ◆ up to 8 neighborhood meetings
- ◆ 1,500 yard signs

Committee Structure

- ◆ Steering Committee (overall coordination)
- ◆ Funding and Finance Committee (raising and managing money)
- ◆ Communications Committee (create and implement media plan)
- ◆ Grassroots Action Committee (coordination of grassroots efforts)
- ◆ various other committees and task forces (specific events, specific constituencies)