



Managing Ballot Measure Campaigns

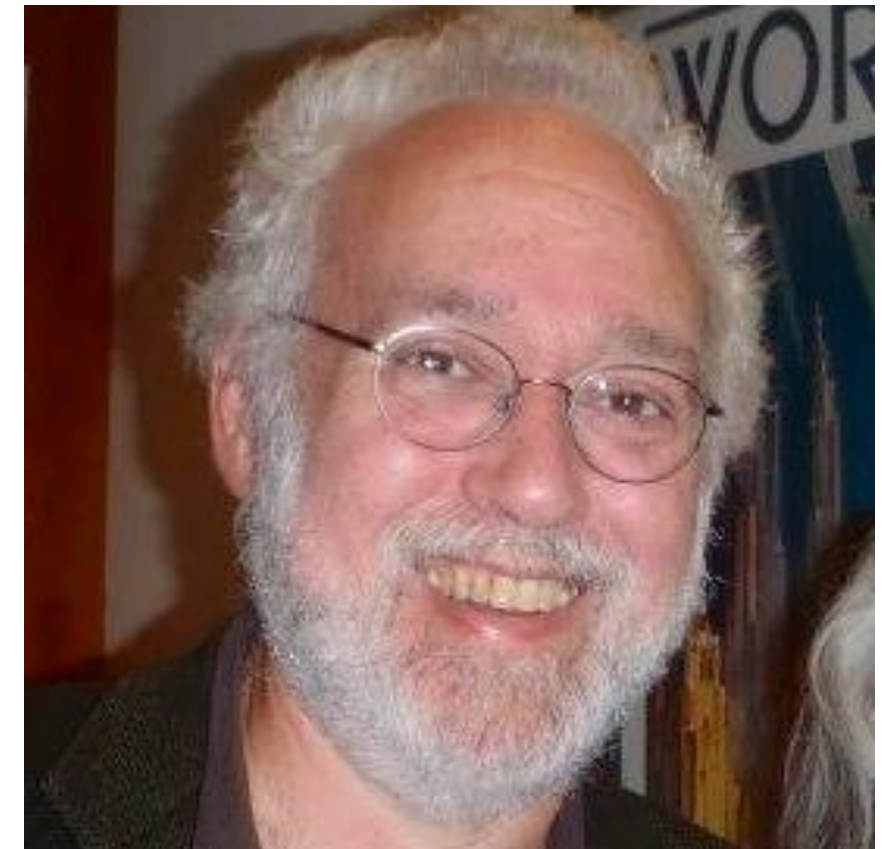
Introduction



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Assessing the Advocacy Landscape

Is a ballot campaign the right tactic for you?

- Ballot campaign vs. Legislation
- Potential downsides

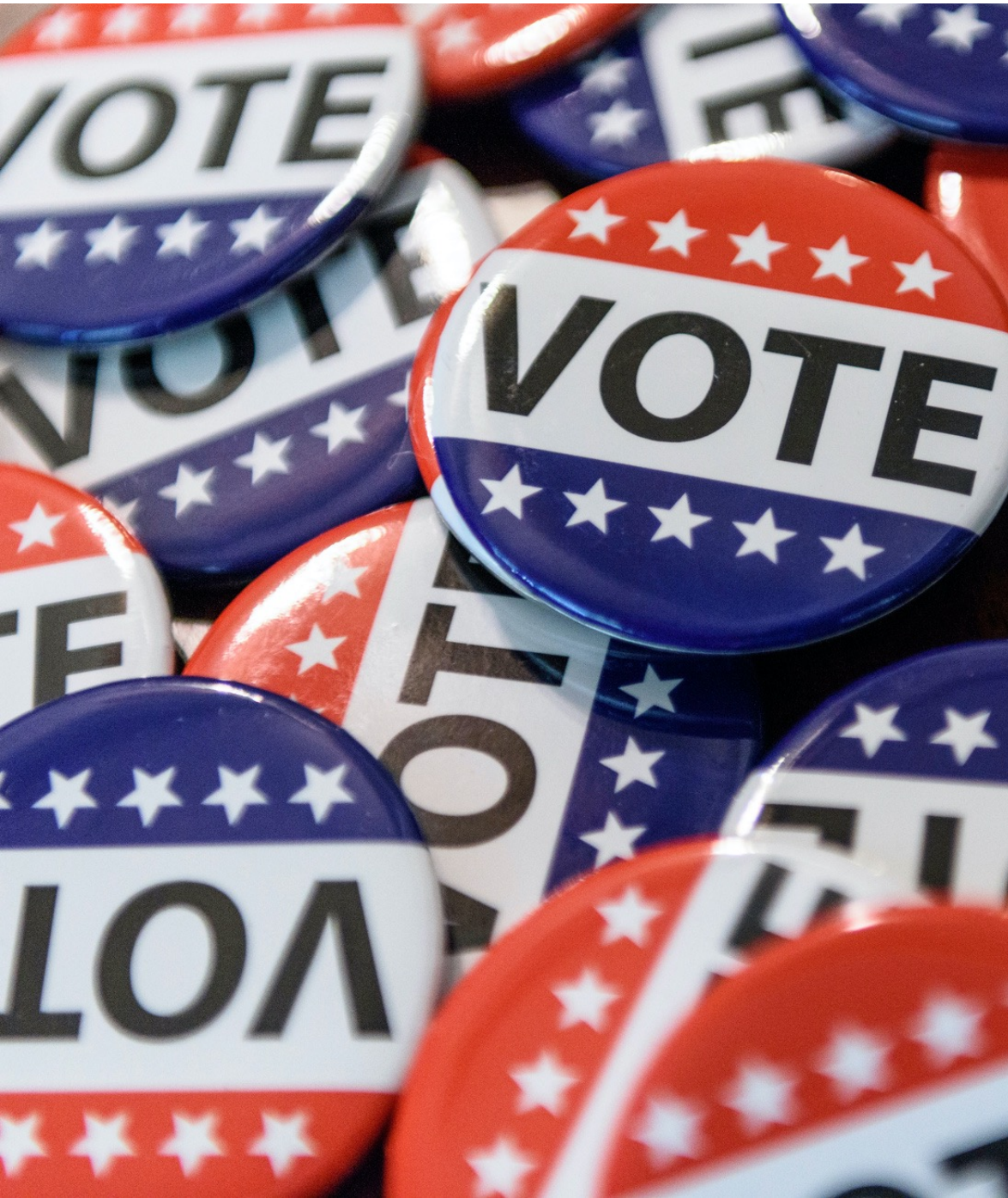
Integrating a ballot campaign with your government relations efforts

Tactical Considerations

- Leverage toward negations / legislative movement
- Introducing an “unrelated” threat to your opposition
- Multiple ballot initiatives to drive turnout

The importance of public support

Identifying potential institutional support and opposition



Types of Ballot campaigns

- 1 Initiatives
- 2 Referendums
(Binding and Non-Binding)
- 3 Constitutional Amendments
- 4 Development / Bonding
- 5 Recalls





Knowing the Rules

- **The importance of local legal representation**
- **Timing / Submission Deadlines**
- **Signature Requirements**
- **Fundraising / Disclosure Rules**
- **Independent Review (Leg / Attorney General / Courts)**
- **Legislative Authority / Ballot Limits post-campaign**
- **Language / Issue Limitations**

Research



- **Understanding the electorate / Emergence of generational politics**
- **Communications framework: Values > Messenger > Message**
- **Focus Groups (Qualitative)**
- **Survey Research (Quantitative)**

Factors in Making a Final Decision

Campaign costs

- Media Markets / Advertising Costs

Public Support at Start of Campaign (70% Rule)

Potential Opposition

Coalitions: Benefits and Challenges

Endorsements

Earned Media Review

Timing: State vs. Presidential Year Turnout





Building a Winning Campaign

- **Strategy and Messaging**
- **Research / Data Analysis**
- **Opposition Research**
- **Political / Coalition / Grassroots**
- **Earned Media**
- **Social Media**
- **Paid Media**

Q&A



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