

**KATHLEEN R DONHAM**

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**Sent:** Thursday, October 11, 2001 4:45 PM  
**Subject:** Campaign tasks

Hi Jean & Kathleen: Here's my initial take on possible tasks for a possible time line.

#### Initiative Campaign Tasks

1. Select chief petitioners, treasurer, and committee name.
  2. Prepare drafts of initiative text, cover sheet, and signature sheet.
  3. File organization form. File drafts of text, cover & signature sheets.
- TV News Conference with visuals.
4. Select Fundraising Director & form fundraising committee. Select display advertising manager.
  5. Print 5,000 cover and signature sheets (8-1/2x11 20+ wt no. 1 bond), 15,000 advocacy flyers, 3,000 supporter cards, 400 store window signs (make 50 table easel signs). Buy 150 clipboards.
  6. Select letters manager. Prepare tips, model letter and talking points.
  7. Select petitioning manager and 5 city petitioning captains (1 each for Ashland and Central Point, 3 for Medford). Each is to recruit 10 petition carriers, each willing to fill 4 sheets.
  8. Train the city captains on legalities, tips on signature collecting, and campaign message and talking points. Hand out petitions, clipboards, advocacy flyers, and window signs (for making table easels).
  9. City captains train their petition carriers and hand out materials (including "supporter" cards to collect names for mass ads during measure campaign).
  10. City captains arrange sites for signature collection (Libraries, post offices, etc.). Note public events with assemblies useful for signature collection. Set up assembly and turn-in meeting places. Collect and monitor completed and signed sheets.
  11. When 4,000 signatures have been collected, the Petition Manager will number the sheets sequentially, and Evelyn will turn them in to Kathy Beckett. TV News Conference with visuals.
  12. File C & E report within 15 days.
  13. Select GOTV manager. Select canvassing precincts and buy GIS maps. Print door hangers. Prepare canvassing kits.
  14. Select city GOTV captains (1 each in Ashland and Central Point, 3 in Medford). Each recruits 10 canvassers. Schedule training/canvassing sessions.
  15. Select "speakers bureau" members. Train and plan monitoring/feedback.
  16. Presentations and requests for endorsements from city councils, chambers of commerce, AAUW, RVCL, editorial boards, AARP, various groups. Fundraising begins in earnest to cover costs of print advertising. Fundraising direct mail solicitation.
  17. Recruit prominent county residents for "Committee to Support" use in ads.

18. Campaign Kick-off TV news conference with visuals.
19. Begin print advertising. Letters, newspaper inserts, store window signs, etc.
20. Election on Nov. 5, 2002.

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