

Campaign Outline

Santa Fe Association of REALTORS® Transfer Tax Campaign

Phase 1—Initiation Phase

December 2 – December 31, 2008

Projects for Phase 1:

1. Ground work and research for the start of the campaign.
2. Prepare and Present Campaign Plan
3. Complete opposition and self research project
4. Work to identify and recruit Partner organizations
5. Work with pollster to target key points and develop message
6. Begin to compile a political, volunteer and field databases
7. Plan Earned and Paid Media Strategy and Communications Plan
8. Develop Speakers group

Phase 2—Community Education Phase

January 1 – February 1, 2009

Projects for Phase 2:

1. Workout Key voter targets
2. Hold Weekly Strategy Meetings
3. Creation, refinement, and completion of issue positions and final message refinement, and position papers
4. Present to community organizations and general public
5. Finalize Direct Mail Schedule
6. Solidify our Get Out The Vote Operation
7. Prepare for Vote By Mail, Early Vote Operation
8. Voter Registration and Vote By Mail Sign Up

Phase 3—Execution Voter Mobilization Phase

February 2 – March 10, 2009

Projects for Phase 3:

1. Hold Weekly Strategy Meetings
2. Start Voter Identification processes
3. Contact with all undecided voters
4. Final Media Blitz
5. Chase Vote By Mail Ballots
6. Get The Vote Out
7. Defeat Santa Fe Real Estate Transfer Tax