

TUESDAY ASSOCIATES

Specializing in grassroots campaigning, direct mail, and fundraising.
42 Capen Street – Stoughton, Massachusetts 02072
tel: 781.344.7346 – fax: 781.344.8694
www.TuesdayAssociates.com

TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 9: The Campaign Countdown
DATE: October 31, 2006

The Clock Is Ticking: 7 Days...Till Election Day!

Over the past few months, Tuesday Associates has been happy to put out these memos on an almost weekly basis to support our Party's leaders and candidates in their efforts to wage an effective battle against the Democrats this November.

To get here, some have won hard fought primaries; others had token opposition or were just waiting to see who their November opponent would be. Regardless of your situation, the General Election now looms. We have run countless campaigns over the years and know what you are feeling at this stage in the race.

Hopefully, you have spent the summer months raising money, knocking on doors, activating supporters and identify voters. The decisions you make and actions you take in the next two days can make a huge impact on the race as well as your sanity in the final week.

CAMPAIGN COUNTDOWN

Here are some helpful hints for the final days of the campaign:

- Use tomorrow night's good weather to your advantage and do a reverse trick or treat. Voters will be on their doorsteps ready to give out candy - why not hand them a pushcard?
- Don't neglect fundraising especially if you don't want a debt at the end. Just when you are ready to give up on fundraising, most donors want to get more involved. During these final days you should re-solicit your donors.
- Continue knocking on doors, even up until Election Day. People will remember you when they go to vote!
- Roll out lawn signs in high visibility locations (remember to get every sign out; signs aren't any good in your trunk or headquarters). People notice signs in new locations while overlooking those that have been up.
- If you weren't able to force your opponent to debate, use this as an opportunity to paint them as being afraid to discuss your top three issues (be sure to state them) in your mailings / calls.
- Depending on the editorial policy, the deadline for some local coverage has now passed, if not, use today and tomorrow to get as much free media as much as possible with your press releases, letters to the editor and your newspaper endorsements. Even email them your hard hitting comparison ads, maybe they'll write about it.
- If you have been endorsed by any notable figures or groups, get that information out ASAP in the press or in a mailing to the members of those groups.
- Don't put off your Election Day poll coverage schedule. Signs at the polls will increase your vote!
- GOTV can make the difference between winning and losing. An effective GOTV operation will make a 4% difference at a minimum!
- Place orders and schedule autodialed calls before time is sold out and before voters are barraged by calls from other campaigns.

POSITIVE IMAGE CALLS

If you are lacking the funds down the stretch to send out direct mail GOTV pieces, then you should consider phones. Your phone strategy should be a combo of both electronic and / or live calls. Get your volunteers

together for lots of calling nights this week. Free pizza will usually attract a crowd. Be ready to assist them with both lists and scripts.

Though live calls are best; it is impossible for most campaigns to reach 30K homes in a day with volunteers. Electronic calls can be highly effective, especially when used early in the campaign. Right now, voters are not being overwhelmed with these types of calls, so they can help deliver your positive message to volumes of voters at little expense or effort from your campaign's limited resources.

There are many companies that do electronic calls. You need to make sure they are reputable. Many of the real cheap rate calls don't go thru, only deliver half the message, sound like a recording or charge for non-connects.

TUESDAY ASSOCIATES SPECIAL OFFER ON POSITIVE IMAGE CALLS

Due to the volume of work we perform for our clients across the country, we are able to offer these special prices:

35 second or less recorded message	8 cents per connect
36 - 45 second recorded message	9 cents per connect
45 - 55 second recorded message	10 cents per connect

Our service also includes writing the script for you and tailoring it to your needs. If you need live advocacy calls, our rate is only 40 cents per connect!

LIVE / ELECTRONIC CALL STRATEGY

Your first target in live or automated advocacy calls should be to NEW voters who have never voted for the incumbent. You can start with Republican and Unenrolled voters. Democrats in this group are also up for grabs as they have no commitment to the incumbent and will likely vote for the candidate who personally reached out to them.

The next pool you should go after are the Republican and Unenrolled voters who live together that have voted in the past 2, 3 or 4 elections. Next, would be to go after straight Unenrolled and Unenrolled households who voted in 2, 3 or 4 elections. Then go after Unenrolled and Democrat households who voted in the past 3 or 4 elections. Finally, don't forget to go after your coalitions. This could also include PTAs, Chamber of Commerce members, Lions Club, etcetera.

This week, you should split your time between dialing for dollars and knocking on doors. When it comes to campaign spending down the stretch, your money is best spent on a properly targeted, direct mail and automated call GOTV program. Unused resources at the end of a race do nothing toward winning the campaign. Wisely spend all of the money you have raised. Get out every piece of literature, letterhead and business cards. Use all signs and even drop your stickers should that be all that is left over.

Tuesday Associates is here to help Republican candidates win! We specialize in direct mail, fundraising and grassroots campaigning. If you have questions about any of the above, please contact us. Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours or to simply find Resources for the Campaign Trail, Vols. 1 – 8.

Thank you for carrying our Party's banner!

Best of luck on November 7th!

Copyright © 2006, www.TuesdayAssociates.com and, All Rights Reserved