



Industry Mobilization Plan

“Leading economists report that Amendment 4 will shrink Florida’s economy by more than \$34 billion annually, take nearly \$12 billion out of the pockets of working Floridians, and cost our state nearly 270,000 jobs. That’s why a coalition of nearly 300 leading business, civic and labor groups is working to defeat Amendment 4—and we need your help.”

We’ve developed a plan in which you, your employees and colleagues can participate to defeat Amendment 4. Here are the 4 Steps you can take to help execute the plan. You will receive separate, detailed instructions for each step at the appropriate time.

IDENTIFICATION & LIST BUILDING



Working with you, the campaign will develop a list of advocates – “in the industry” employees and association members. From this list, we will identify registered, absentee and early voters. This list is vital to the successful execution of Phase II: Education & Persuasion.

How you can help:

- Encourage employees/organization members to register as an “advocate opposing Amendment 4” on our website portal. Here’s the website: www.noamendment4.com
- Provide the “Vote NO on 4” campaign with a detailed list of employees/organization members’ pertinent information so that we can grow the Industry Mobilization Database.

EDUCATION & PERSUASION



Using the list built in Phase I, the campaign will conduct a specialized e-mail program to all registered advocates. The facts speak for themselves and that’s why the more voters more voters learn about Amendment 4, the more they oppose it.

How you can help:

- Forward campaign e-mails to voters - employees, sub-contractors and vendors. Encourage them to share these e-mails with their friends and family.
- Participate in five teletown hall web-based calls to educate voters and the industry.
- Encourage your employees to visit the Election Center: www.florida2010.org/election-center

VIRAL CONVERSATIONS



The campaign will encourage advocates to join the conversation about Amendment 4 online by sharing information virally with their friends, family and neighbors.

How you can help:

- Encourage your employees/members to join the social media conversation.
- Promote news stories and educational information via e-mail and social media platforms and encourage advocates to share information virally.

MOBILIZATION TO VOTE



The campaign will mobilize the advocates to Vote NO on Amendment 4.

How you can help:

- Forward Get-Out-The-Vote E-mails to advocates and promote on social media platforms.
- Participate in “Virtual Call Centers,” which will allow advocates to make GOTV calls on their schedule and from a location of their choosing.
- Order resources from our online industry tool kit: break-room posters, bumper stickers, postcards, and payroll stuffers encouraging advocates to Vote NO on 4.

For more information:



Contact the “Vote NO on 4” campaign:
outreach@florida2010.org | www.Florida2010.org



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HOW THE INDUSTRY MOBILIZATION PLAN WORKS

1 IDENTIFICATION & LIST BUILDING



industry participation

2 EDUCATION & PERSUASION



industry participation

3 VIRAL CONVERSATIONS



industry participation

4 MOBILIZATION TO VOTE



industry participation

DEFEAT AMENDMENT 4

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