



PHASE I

Start August 16, 2010 - Complete by September 1, 2010

1 IDENTIFICATION & LIST BUILDING



Working with you, the campaign will develop a list of *Advocates* – employees, sub-contractors, vendors, friends and family members. From within this list, we will identify registered voters, absentee voters and early voters. This list is vital to the successful execution of Phase II: Education & Persuasion. There are two ways you can assist the campaign in Phase I.

Encourage all your employees or organization members to our online portal to register as an “Advocate Opposing Amendment 4.” A high-level of participation from employees and members is critical to defeating Amendment 4 which will hurt Florida’s working families.

Here’s the online portal: www.noamendment4.com

OR

Even easier, provide the “Vote NO on 4” campaign with a detailed list of your interested employees, organization members, friends and family. This list will be handled with great sensitivity and confidentiality and not shared with others.

1. Send us your employee/member list in a DBF, CSV, or XLS format to outreach@florida2010.org
2. Agree to and sign the confidentiality agreement to ensure the information is safe.

The “Vote NO on 4” campaign will work with a third vendor to identify registered voters, early voters or absentee voters. After identifying the voters and non-voters, we will begin a series of e-mail communications aimed at educating them on the issue and encouraging them to visit the www.Florida2010.org website and participate in the various social media platforms.

For more information:



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



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