

February 26, 2013 Primary

Considerations:

1. How many voters participated in last Primary election?
2. Identify those voters for targeting this election.
3. Strategies for motivating electorate for this election.
4. Timing of campaigning.
5. Signs (About 40 4 X4's, yd. signs are too small for 4 names)
6. Funding

Strategies: Use of media to engage public.
Involve newspapers, chamber, League of Women Voters, and Algonquin Township committeemen in race?
Direct mail to targeted voters.
Robocalls – proving to be an effective and affordable tool to reach people.

Timing: Signs – Beginning of February (Order ASAP!)
Mailing - ?
Robocalls - ?

Funding: Solicitation Letter
Fundraiser – low overhead with higher return. (Target \$5,500.00)

Concerns: Barrington Hills contingent trying to control the township.
Challenge the need to change an entity that is running efficiently and well.
Change the State – an impossible task.

Challenges: Weather, funding, apathy