

# IN SEPTEMBER

We prepared for a November election.

SEPTEMBER

OCTOBER

NOVEMBER



# Our campaign to get students voting:

- Use posters that drive to [getoutthevote.ca](http://getoutthevote.ca)
- Use [getoutthevote.ca](http://getoutthevote.ca) to collect pledges online
- Have volunteers collect pledges in person



# BY OCTOBER

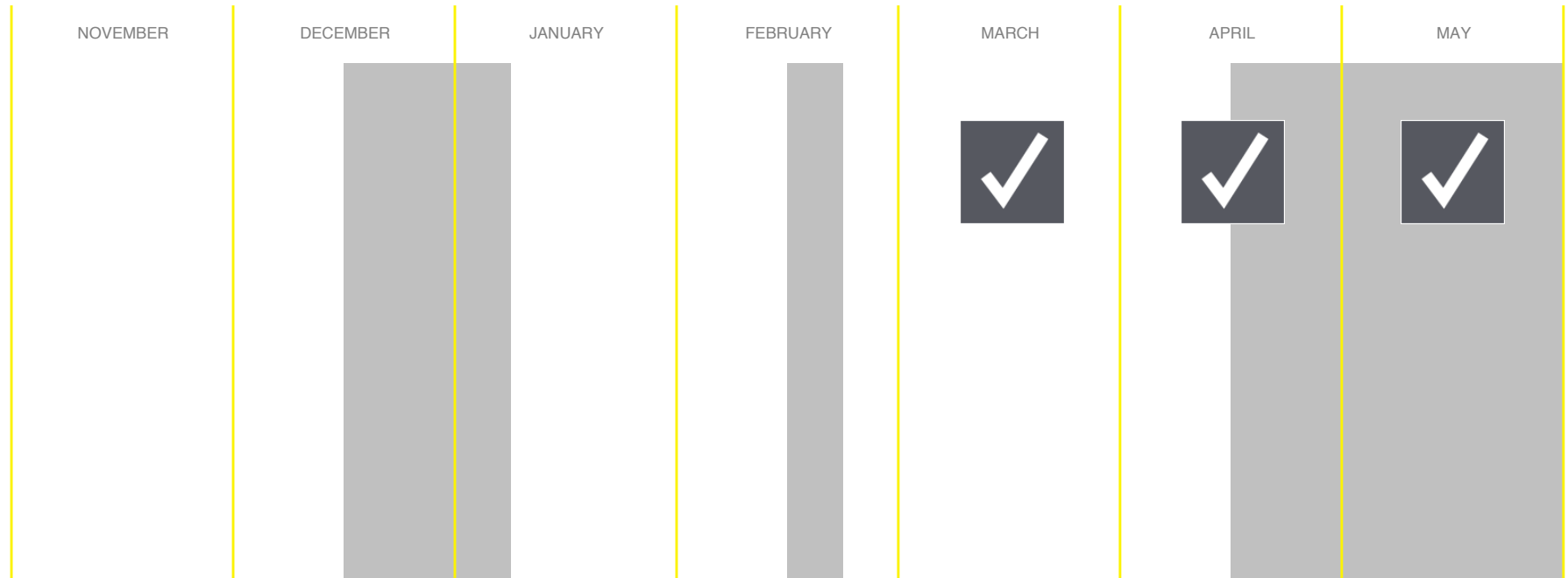
We achieved:

- A strong base of 40+ volunteers
- Fully designed marketing materials
- A functional website to collect pledges
- We were ready to hit “GO!”

But the November  
election moved.

# TODAY

We're ready for an election in March, April, or May.



# TODAY

We have 5-7 months  
to do this right.

We've evolved our  
marketing plan to take  
advantage of the  
extended time frame.

- Tell a compelling story  
(**Educate on the political situation**)
- Tease students, leave them curious  
(**Build interest**)
- Save the greatest push until election time  
(**When pledges are most likely to translate into votes**)

PHASE ONE

**“Alberta is about to get interesting.”**

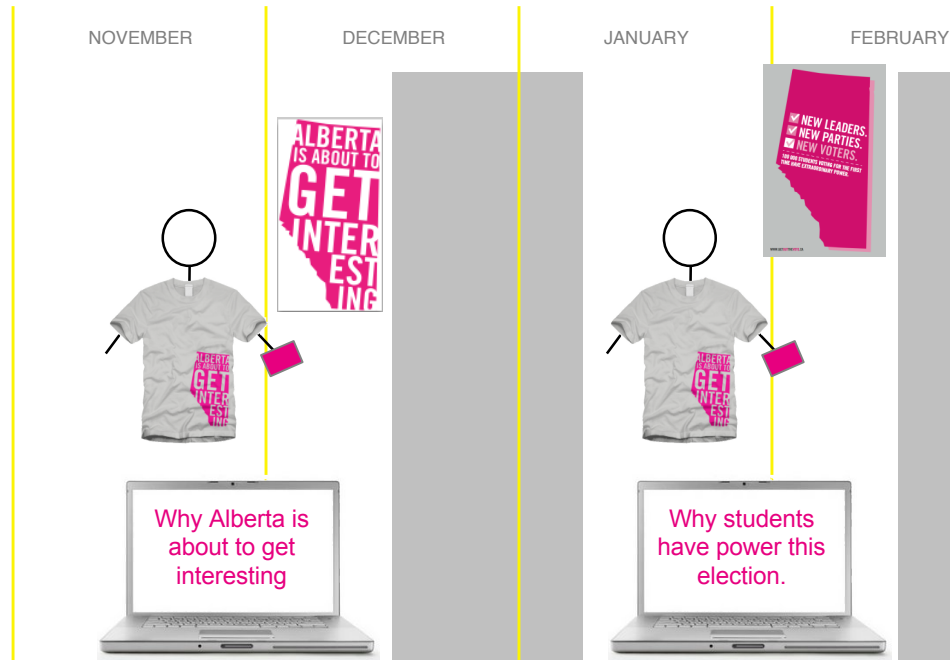
A three phase campaign:



PHASE TWO

**“Voting students have incredible power.”**

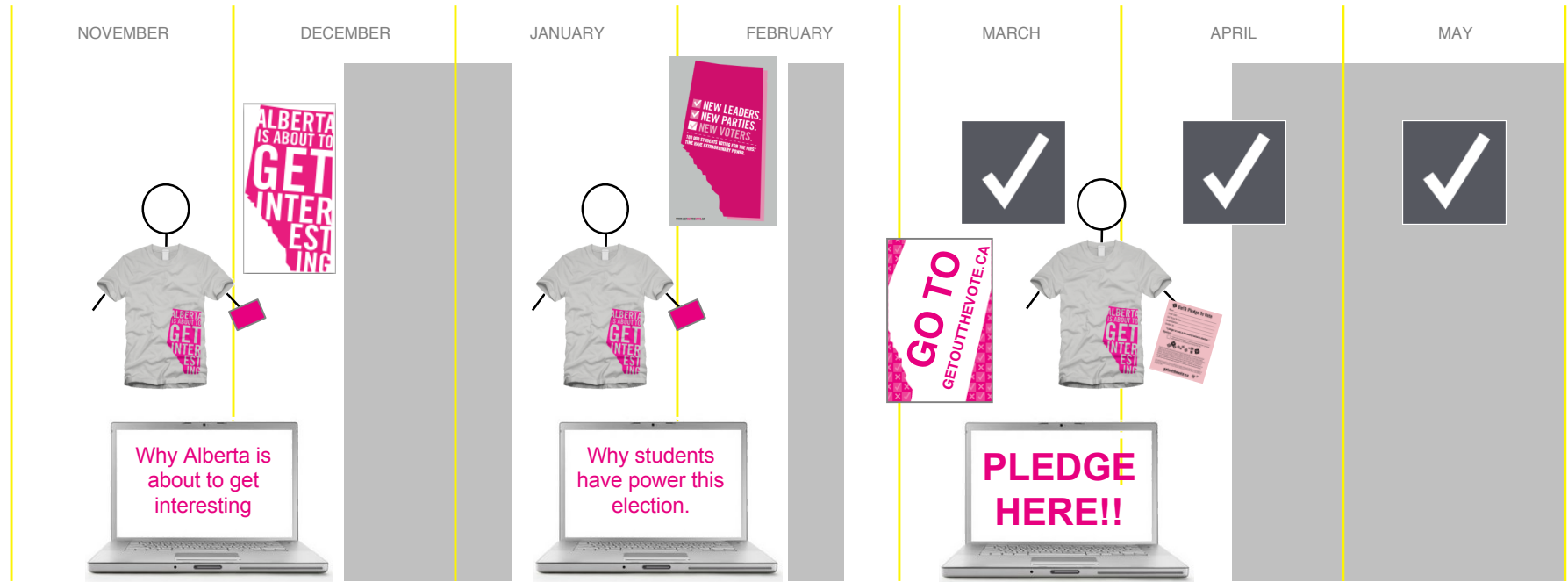
A three phase campaign:



PHASE THREE

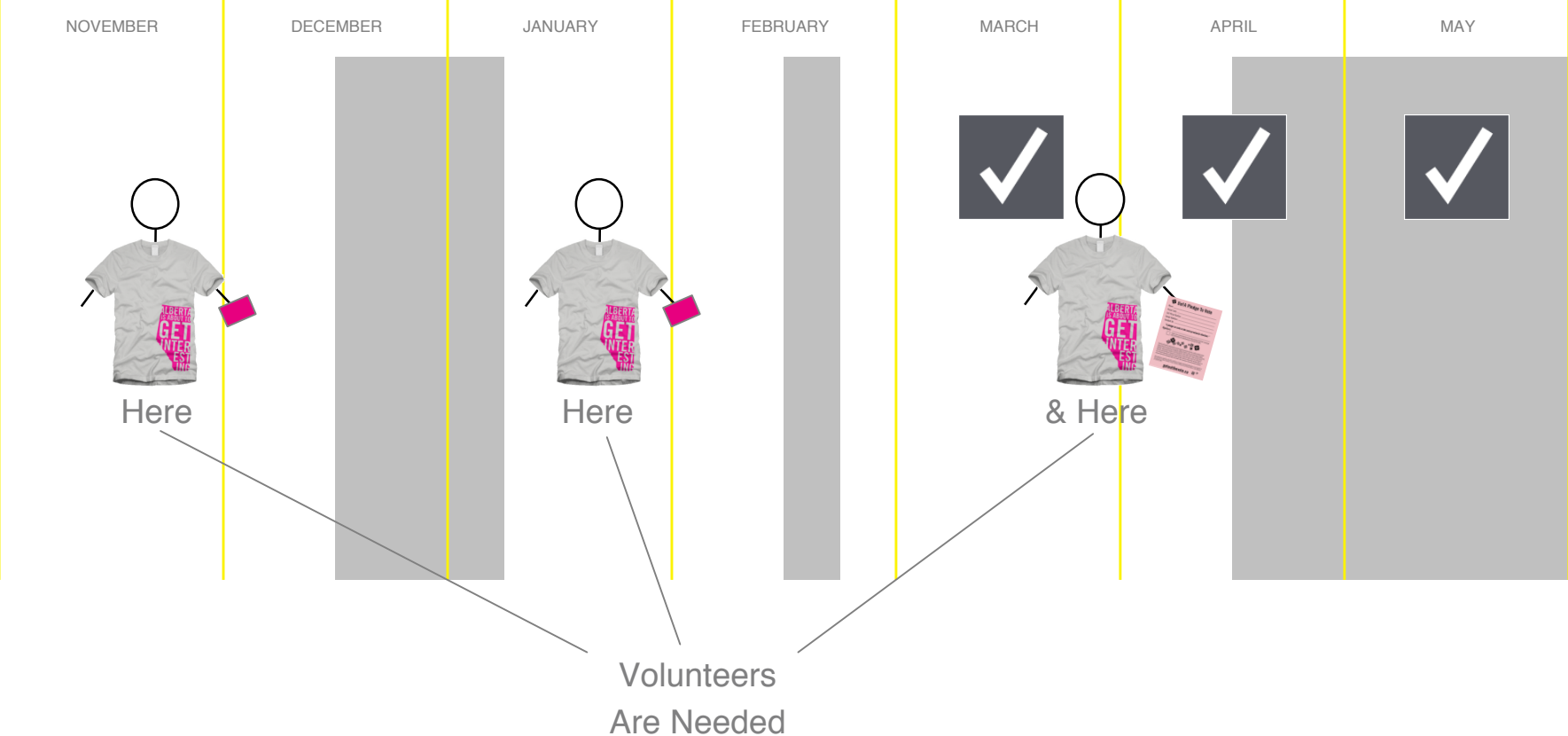
A three phase campaign:

**“Pledge to vote now!”**



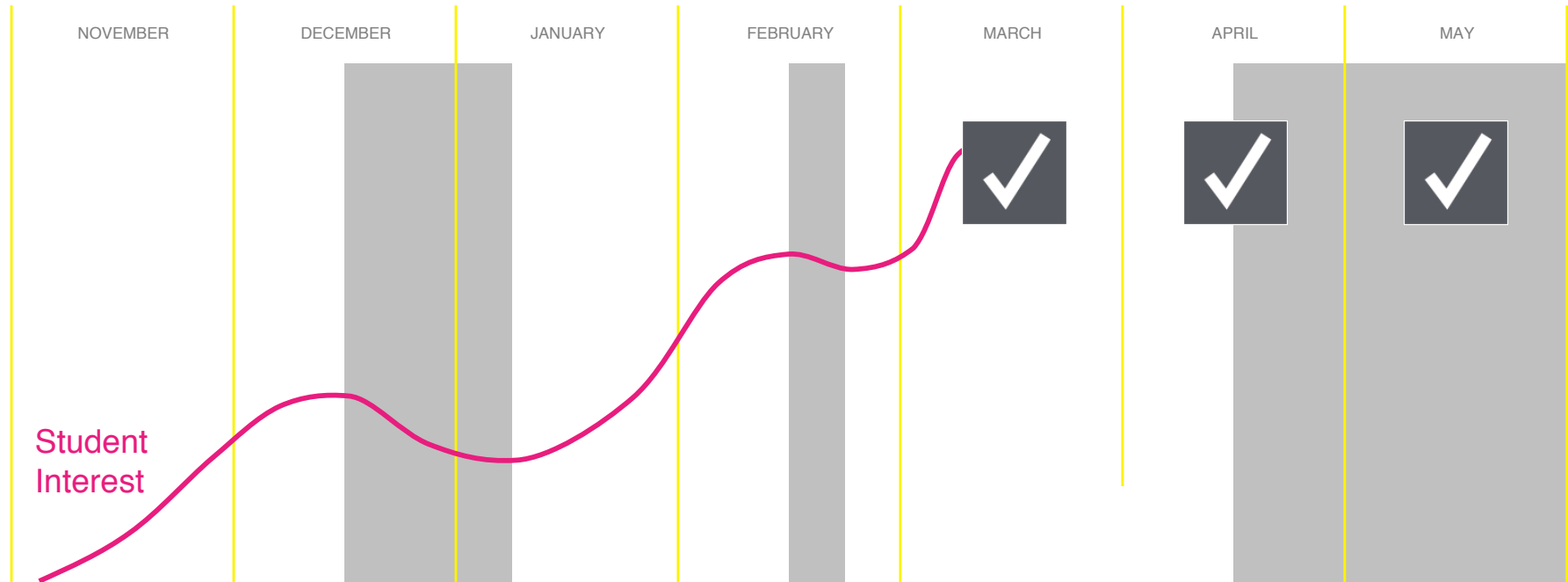


The success of this strategy hinges on our extension of the Volunteer Coordinator contract.



A spring election comes at a higher price, but grants opportunity for greater accomplishment.

- More Time = More Exposure = More Pledges
- Students will have a better understanding of the political landscape as a result of this campaign
- Students are more likely to honor their pledges made close to election day



**ISKANDAR MOVES THAT Students'  
Council approve an allocation from the  
Elections Reserve not to exceed \$6,400  
for the purpose of planning an  
executing a "Get Out The Vote"  
provincial election campaign.**

**QUESTIONS?**