

KICK START

High Velocity Campaigns

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Jones



Did someone tell you that starting a campaign begins with making over one hundred phone calls a day? Do you really believe that leaving countless, unreturned voicemails for elected officials and donors is efficient and effective? In a campaign, time is your most important asset, and once it's wasted, you can't get it back.

KICK START CHANGES ALL OF THAT.

In 30 days, we will deliver a high intensity, information-rich campaign to the key influencers in your race, branding your candidacy with policy, imagery, and a sense of urgency. The Kick Start program uses highly targeted digital media, earned media, email, mail, web, and text to repeatedly present your candidacy and your platform to the people that matter most when your building a successful campaign.



KICK START STEP 1: *Build Your Engine*

The program begins with 14-30 days of requirements gathering to build the foundation of your campaign. This includes the following content:

- Kick Start guide to setting up your campaign
- A campaign branding package (Logo, business cards, letterhead)
- 1 campaign prospectus
- 1 Website (Bio, Issues, Donate)
- 1 Palm Card
- 1 Introduction mail piece
- Yard Sign Design
- 30-day Email Program
- 30-day Social Media package
- 30-Day Text Message Package
- Introductory Video Script
- Contact Lists of all the influencers in your kick start universe (Donors, Press, local elected officials, Etc.)

All of these items will be delivered in a digital package and can be used throughout your campaign.



KICK START STEP 2: *Blow the competition away*

We spend 30 days firing your content to micro-targeted influencers in your race, giving every component of your campaign a 6-month head start on traditional campaign approaches. The system will blast email, digital, text, press, and mail content to your Kick Start universe, generating between 8 and 20 touches to each contact in a single month. Your Kick Start systems culminates with a campaign kick-off event so your universe can meet you in person.

Kick Start's high-intensity/high-velocity system saves the candidate and their staff hundreds of wasted hours and thousands of dollars in vital campaign cash.

