

Column1	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10
Message of the Month	"Your Association opposes Amendment 4. Here's why."	"Who's funding Amendment 4?"	St. Pete Beach: "Amendment 4: Already a failure in Florida"	"Diverse coalition opposed to Amendment 4"	"Amendment 4 will mean higher taxes for Florida"	"Amendment 4 will mean more job losses for Florida"	"Amendment 4 will mean uncertainty and lawsuits for our community"	"Statewide coalition ready to defeat Amendment 4"	"The special interests behind Amendment 4"	"Amendment 4: The Vote on Everything Amendment"	"Amendment 4 is already bankrupting one Florida town"	"Amendment 4: Higher Taxes, Fewer Jobs, More Lawsuits"	"Vote No on Amendment 4"
Administrative/Technical	Sign up for campaign's e-mail updates at www.florida2010.org	Download all communications tools from the campaign website at www.florida2010.org	Join your local staffed Executive Committee	Select five (5) of your members to serve on the local campaign Stakeholder Group	Work with the campaign to plan a May "Town Hall" on Amendment 4	Work with the campaign to plan a May "Town Hall" on Amendment 4	Order any additional collateral materials you need direct from the campaign (yard signs, bumper stickers, etc)	Order any additional collateral materials you need direct from the campaign (yard signs, bumper stickers, etc)	Order any additional collateral materials you need direct from the campaign (yard signs, bumper stickers, etc)	Order any additional collateral materials you need direct from the campaign (yard signs, bumper stickers, etc)	Work with campaign to plan October Panel discussion on A4		
Campaign Newsletter Article	Outline for your members why your association opposes A4	Expose the special interests funding Amendment 4	Introduce and discuss the story of St. Pete Beach	Overview of the state and local groups opposing Amendment 4	Discuss the higher costs to taxpayers that would result from Amendment 4; refer to the economic study	Discuss the jobs that would be lost under Amendment 4; refer to the economic study	Explain that Amendment 4 will lead to endless litigation at taxpayer expense	Spotlight the statewide campaign against Amendment 4; encourage members to get involved	Expose the special interests funding Amendment 4	Explain that Amendment 4 will put hundreds of minor, technical planning items on the ballot	Expose the extra legal and elections costs hidden in Amendment 4	Explore the overall impact of Amendment 4	Email and post on website reminder to members to Vote No on 4
New Media (Online, Blogging, Facebook/Twitter, etc.)	Invite users to join campaign groups on LinkedIn, Facebook and Twitter)	Invite users to join campaign groups on LinkedIn, Facebook and Twitter)	Invite users to join campaign groups on LinkedIn, Facebook and Twitter)	Identify member blogs and encourage them to include a No on 4 message; Link to the campaign website at www.florida2010.org	Use the "Tell a Friend" function on the campaign website (www.florida2010.org); Promote latest campaign video link	Promote latest campaign video link	Promote town hall and invite questions via FB and Twitter; Promote latest campaign video link	Post online fundraising link; promote latest campaign video link	Link to voter registration information; promote latest campaign video link	Promote latest campaign video link	Link to voter registration info; promote latest campaign video link	Promote A4 panel discussion and remind Early Voters to Vote no on 4; promote latest campaign video link	Post on November 1: Vote No tomorrow on 4
Member Activity	Pass or reaffirm resolution opposing A4 1 year from election day (send to press) / send to campaign	Invite members to join the local campaign stakeholder group	Ask local legislative delegation to sign anti-A4 forms; Report results of anti-A4 pledge effort to the campaign	Ask local legislative delegation to sign anti-A4 forms; Report results of anti-A4 pledge effort to the campaign	Ask local elected officials to sign anti-A4 pledges; Report results of anti-A4 pledge effort to the campaign	Ask local elected officials to sign anti-A4 pledges; Report results of anti-A4 pledge effort to the campaign	Town Hall Forum on A4	No on A4 Fundraiser with other affiliated groups	Voter Registration Drive for Primary	Mock A4 election member / press event at a location of your choosing	Encourage members to send "A4 Alerts" to their contacts; Promote early voting among members on A4	Panel discussion with local leaders on A4 at monthly meeting; encourage members to send "A4 Alerts" to their contacts (via email and snail mail)	
Employer to Employee Outreach		Distribute "Just Far Out" e-flyers from www.florida2010.org	Start a list of local businesses that are willing to distribute A4 paycheck stuffers / submit to campaign periodically	Distribute Amendment 4 economic study (available at florida2010.org) to your members	Distribute new campaign video	Distribute new campaign video	Distribute new campaign video; finalize / submit list of local businesses willing to distribute A4 paycheck stuffer	Distribute E2e packets to local businesses	Voter Registration Reminder via email and paycheck	Mock A4 Election Email and Paycheck Notice	Voter Registration Reminder via Email and Paycheck	No on 4 Paycheck Stuffers	No on 4 Paycheck Stuffers

