

## Portland-Area Campaign Field Plan & Coalition Partner Engagement



December 1, 2017  
thru  
January 23, 2018

### Yes on Measure 101

#### Field Phase 1: December 3 - December 31 (Ramping Up)

In December, we'll start talking to voters face to face and over the phone. It's an essential time for raising awareness about the election with our base. Every supporter and coalition partner staff should sign up for at least one phone/text and one canvass shift during December.

##### **Sunday, December 10<sup>th</sup>: M101 Canvass**

SEIU Local 49- 3536 SE 26th Ave, Portland, 12PM- 4PM

##### **Tuesday, December 12<sup>th</sup>: Text Bank/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Thursday, December 14<sup>th</sup>: Text Bank/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Saturday, December 16<sup>th</sup>: M101 Canvass**

SEIU Local 503 6401 SE Foster Rd, Portland, 10AM-1PM

##### **Tuesday, December 19<sup>th</sup>: Text Bank/ Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Thursday, December 21<sup>th</sup>: Text Bank/ Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Wednesday, December 27<sup>th</sup>: Text Bank/ Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Thursday, December 28<sup>th</sup>: Text Bank/ Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

##### **Saturday, December 30<sup>th</sup>: M101 Canvass**

SEIU Local 49 3536 SE 26th Ave, Portland, 10AM-1PM and 12PM-3PM

##### **Sunday December 31<sup>st</sup>: M101 Canvass**

SEIU Local 49 3536 SE 26th Ave, Portland, 10AM-1PM

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## **Field Phase 2: January 1 - January 18 (GOTV: Get Out the Vote)**

Starting in January, our field program will really pick up the pace. Ballots arrive in mailboxes on January 3rd, so voters will start to know for certain that there is an election around the corner - we have to reach them and tell them what M101 is all about! Every weekend, the campaign will host Mega-Canvasses with three shifts a day on both Saturday and Sunday. We will also host a giant canvass to celebrate Martin Luther King Jr. Day on January 15!

### **Tuesday, January 2<sup>nd</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

### **BALLOTS ARRIVE IN MAILBOXES- Wednesday, January 3<sup>rd</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

### **Thursday January 4<sup>th</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

### **Saturday, January 6<sup>th</sup>: M101 Canvass (3 Shifts)**

SEIU Local 49, 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-5pm

### **Sunday, January 7<sup>th</sup>: M101 Canvass (3 Shifts)**

SEIU Local 503, 6401 SE Foster Rd, Portland,

- 10am-1pm
- 12pm-3pm
- 2pm-5pm

### **Tuesday, January 9<sup>th</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

### **Wednesday, January 10<sup>th</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

**Thursday, January 11<sup>th</sup>: Text/Phone Bank**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

**Saturday, January 13<sup>th</sup>: M101 Canvass (2 Shifts)**

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm

**Sunday, January 14<sup>th</sup>: M101 Canvass (2 Shifts)**

SEIU Local 49 3536 SE 26th Ave, Portland

- 12pm-3pm
- 2pm-5pm

**Monday, January 15<sup>th</sup>: GIANT DAY OF SERVICE & CANVASS FOR MLK DAY!**

SEIU Local 503, 6401 SE Foster Rd, Portland, 12-4 PM

**Tuesday, January 16<sup>th</sup>: Phone Bank/Text Bank/ Canvass**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

**Wednesday, January 17<sup>th</sup>: Phone Bank/Text Bank/ Canvass**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

**Thursday, January 18<sup>th</sup>: Phone Bank/Text Bank/ Canvass**

AFL-CIO, 3645 SE 32nd Ave, Portland, 5-8 PM

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### Field Phase 3: FINAL FIVE

The FINAL FIVE of the campaign will aimed to prioritize **ballot collection**. We'll be prepared to do around-the-clock ballot collection, phonebanks, and textbanking to turnout a strong YES for Measure 101 vote. Every shift and contact counts in the FINAL FIVE!

#### Friday, January 19<sup>th</sup>: Canvass and Ballot Collection

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-5pm

#### Saturday, January 20<sup>th</sup>: Canvass and Ballot Collection

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-5pm

#### Sunday, January 21<sup>st</sup>: Canvass and Ballot Collection

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-5pm

#### DAY BEFORE ELECTION- Monday, January 22<sup>nd</sup>: Canvass and Ballot Collection

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-5pm
- 5pm-8pm

#### TUESDAY, ELECTION DAY- January 23<sup>rd</sup>: Canvass and Ballot Collection

SEIU Local 49 3536 SE 26th Ave, Portland

- 10am-1pm
- 12pm-3pm
- 2pm-7pm