

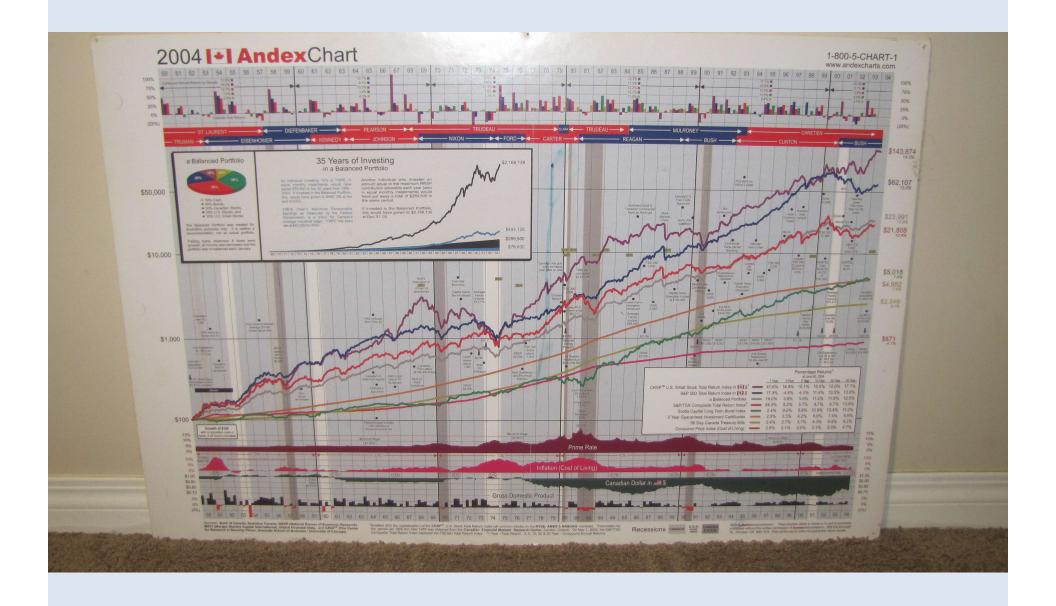
**Engage** 

**Collaborate** 

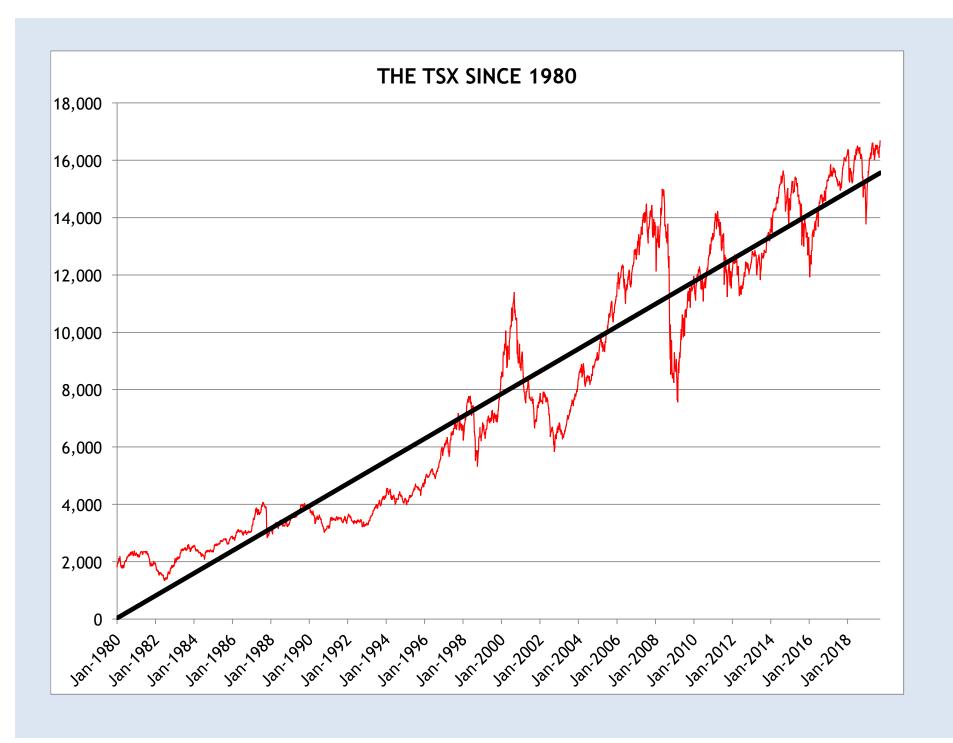


**Engage** 

**Collaborate** 







**Engage** 

**Collaborate** 

# **8 KEY FOCUSES**

- 1. Get your voter turnout up
- 2. Target candidates as well as voters
- 3. Strengthen your vigilance measures
- 4. Be very careful with cuts
- 5. Make volunteerism a major focus
- 6. Upgrade & refocus communications
- 7. Find a way to incentivize opting-in
- 8. Turn passive association into ACTIVE collaboration

**Engage** 

**Collaborate** 

# Today is the tomorrow you worried about yesterday ...

and all is well

- John T. Tindsley