

Possible Communications Plan for the Minneapolis City Charter Amendment

June - July

Set Up Organization

1. Decide on a spokesperson for the Charter Amendment
2. Develop an elevator speech for support
3. Develop a longer speech for support
4. Secure the names of officers of organizations that might support the Amendment.
5. Develop a list of media people to contact
6. Begin working on trying to develop a video
7. Discuss the need to fund raise and how to use the money

August

1. Contact specific groups interested in improving government to secure their support of the Charter amendment. Probably not political parties because they will be spending their time and energy electing their candidates to office.
 - a. League of Women Voters
 - b. Civic League
 - c. Citizens League
 - d. Downtown Council
 - e. Downtown Building and Managers Association
 - f. Minneapolis Bar Assn.
2. Develop a website
3. Contact Neighborhood Organizations and get on their agenda in Sept. and Oct.

September

1. Make a video
2. Begin talking to Neighborhood Organizations
3. Write stories for Neighborhood newspapers and place in Sept. or Oct.

4. Put video on Website and update weekly

October

1. Continue meeting with neighborhood organizations
2. Ask supporting organizations to send notices to their membership to vote for the amendment
3. Do interviews with print, talk and electronic media
4. If funds are raised, send support postcard to all registered voters who vote in municipal elections

November

1. Election, Nov. 5