

WHAT YOUR MONEY WILL BUY FOR THIS CAMPAIGN

Citizens to Restore Fairness

\$25,000–\$2,500 GIFTS

\$25,000

Full network broadcast of 1 day's worth of TV ads during the final week before Election Day.

\$20,000

Paid poll to voters to develop our message.

\$15,000

Select network broadcast of 1 day's worth of TV ads during the second-to-last week before Election Day.

Focus group testing of the campaign message.

\$10,000

Complete coverage of office overhead for 3 1/2 months.

\$5,000

Generate editorials, op-ed pieces, and hard news stories about the campaign by sponsoring costs of a media consultant.

\$2,500

One day's worth of airing ads on African American radio the week of the election.

One-day select airing of TV ad on targeted cable stations one week before Election Day.

\$2,000–\$100 GIFTS

\$2,000

Train 400 volunteers to talk with voters door-to-door by sponsoring one month's salary of a field organizer.

\$1,500

Paid phone calls to identify an additional 1,000 supportive voters for subsequent turnout to the polls.

\$1,000

Recruit 400 volunteers to talk with voters door-to-door by underwriting the cost of office phonebank lines.

\$500

Paid phone calls to turn out 3,000 supporters to vote.

\$250

Postage to mail 1,000 pieces of persuasion mail to swing voters.

\$100

Copy costs for 10,000 pieces of campaign literature to leave with voters at the door.