

# Elections Outreach

Report 3/5/2025



# Cost per Activity (Invoice from Marcus Lovingood)

## Graphic Design (42 graphics)

\$300.00

## Email Write Ups/Design (18 Emails)

\$300.00

## Instagram Management/Posting

\$350.00

## Facebook Management/Posting

\$400.00

## Candidate Communications (2 emails)

\$400.00

## Candidate Orientation Execution

\$250.00

## Total for February

\$2,000.00



# Timeline of Events/Activities

**Friday, February 28th, 6 - 8 pm - Candidate Orientation (complete)** - This was held via Zoom. Marcus went over the Election Handbook and answered questions about the process and what to expect as a candidate and member of the board if elected.

**Tuesday, March 18th** - Candidate photo and statement deadline.

**Thursday, April 10th - 5-10 pm (tentative) - Digital Candidate Forum** - This will be held via Zoom and simulcast via social media. Candidates will be split into groups and will each have a 1-minute opening and closing statement in addition to 30 seconds to answer questions posed by constituents.

**Monday, April 14th** - Vote-By-Mail application period ends.

**Tuesday, April 22nd - Election Day!**

**Tuesday, April 29th** - Unofficial results due.

# Results

## EMAILS:

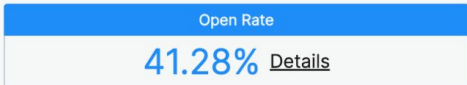
- 18 Emails sent
- 19,226 Delivered
- 5,367 Opens
- 1,027 Clicked
- 41.28% Open Rate
- 0.72 Click Rate

## SOCIAL:

- 21 Posts
- 3,800 total views
- 64 interactions

42.5% increase in candidates  
compared to 2023 elections  
(40 -> 57)

**Total Candidates Certified: 57**



# Next Steps

**Vote by Mail Campaign (Paid Digital)**

**Physical Banner Placement (TBD)**

**Digital Candidate Forum**