

BACK TO CAMPAIGNING

Rethinking Candidate Marketing in the **Next Normal**





Name Recognition is KEY The **next normal** - getting your message out there (even when you can't be)

1 | STATIONARY SIGNAGE

Yard signs and banners are highly visible essentials for posting in the yards of supporters, along busy roadways and other high-traffic areas:

- Yard signs are economical and weatherproof; perfect for displaying on lawns throughout the campaign
- Outdoor banners are large enough to be read from a distance on buildings and along highways
- Sail signs use color and movement to grab attention
- Durable posters can be used indoors or out

2 | MESSAGING ON THE MOVE

Portable messaging lets staff and volunteers take your campaign on the road - wherever they go:

- Vehicle magnets, window decals and bumper stickers create a mini moving billboard and allow you to get your message out while practicing social distancing
- A-frame sandwich boards have a built-in handle and can easily be moved from place to place
- Custom t-shirts can be worn to identify volunteers and staff - or given to supporters to help spread the word

3 | LEAVE-BEHINDS

Even though volunteers may not be knocking on doors and visiting with voters in all areas, door hangers or promotional products can be hung on doors for a contact-free drop-off:

- Door hangers can contain a QR code to drive the recipient to a website for information
- Post-it® Notes or individually-wrapped pens are useful reminders to increase name recognition

UNIQUE APPLICATIONS

WATER BOTTLE LABELS

Bottles of water with personalized labels make great donations for essential workers and food drives:

- Several label sizes available
- Labels come on rolls

BALLOONS

Add a touch of cheer or message of hope to any location with custom printed balloons:

- Choose your ink and balloon color

NAME BADGES

Make sure staff and volunteers are clearly identified as part of your campaign:

- Full color name badges
- Engraved name badges
- ID badges



Be a Resource and a Source of Hope

Connecting with voters in uncertain times is the **next normal**

4 | DIRECT MAIL MARKETING

Campaign best practices include both digital and traditional means. Direct mail remains an integral tool for reaching the largest number of voters and creating lasting impact:

- Use postcards, rack cards and brochures to not only share your campaign message, but also important information on community resources during this crisis

5 | FUNDRAISING FROM A DISTANCE

Fundraising is still critical but needs to take on a new tone as supporters' circumstances have changed. Re-evaluate your fundraising goals and offer a wider range of donation options:

- Donation forms and return envelopes simplify giving
- Campaign stickers are an affordable "thank you" for supporters

6 | MAKE IT PERSONAL

A handwritten note or hand-signed letter goes a long way in making a personal impression:

- Personal stationery and note cards are perfect to send thank-yous to essential workers and volunteers who have made a difference in their communities

7 | VIRTUAL RALLIES and MEETINGS

When you can't be there in person, meet with constituents in virtual town hall meetings and campaign rallies:

- Photo backdrops and "Chair Halos" are lightweight, portable and allow you to quickly turn any space into a professional studio

FOR THE CAMPAIGN OFFICE



ACRYLIC PARTITIONS

Provide separation between close workspaces:

- Available with slot/bent bottom and custom sizes
- Easy to sanitize



"EAR SAVER" MASK HOOKS

Ensure staff and volunteer comfort while wearing masks in the office:

- Disposable and adjustable
- Great branded giveaways for constituents



FLOOR DECALS

Keep your campaign headquarters safe for staff and volunteers:

- Promote social distancing
- Direct traffic flow with arrows

Campaigning

Product Listing

Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Banners	Durable, Mesh & Pennant, Full Color, Multiple Sizes	24 x 36" to 36" x 96"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Sail Signs "Feather Flags"	1- or 2-Sided Indoor or Outdoor Signs with Ground Spike or Cross Base with Water Ballast	6.5' to 15' height	1 - 150
A-Frame	Replaceable Graphics Available	28" x 22"	1 - 500+
Banner Stands	Replaceable Graphics, Mobile Units	33.5" x 80"	1 - 250+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000
Durable Posters	Full Color, 6 mil. or 12 mil. Synthetic 1- or 2-sided	12" x 18"	5 - 10,000+
Photo Backdrops & Chair Halos	Replaceable Pillowcase-type Covers with Double-Sided Graphics and Lightweight Push-Button Frames	52", 74", and 90"	5 - 50
Acrylic Partitions	Bent Foot or Slot Foot	30" x 36"	1 - 50+

Small Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Brochures	Full Color, Multiple Fold Styles	8 1/2" x 11" open	50 - 1,000+
Door Hangers & Rack Cards	Full Color, 1- or 2-sided, Variable Text Options	3 1/2" x 8 1/2"	50 - 1,000+
Postcards	Full or Spot Color, Multiple Stocks Available	4 sizes	25 - 5,000+
Notecards & Announcements	Full Color, Multiple Stocks Available	4 sizes Panel or Foldover	25 - 5000+
Business & Return Envelopes	Full or Spot Color, Poly Window	#10, #9 & #6 3/4	50 - 10,000+
Labels, 24-Hour FasTurn	Full Color, One-Color, Bumper Stickers Window Lite Clings, Freeform Laser Cut Shapes	1/2" x 1" to 5" x 7"	250 - 10,000+
Name & ID Badges	Full Color & Engraved Various Substrates	3/4" x 3" to 2" x 4"	1 - 100+
Vehicle Magnets	Full Color, 1 Side 30 mil. White Magnet	8" x 18" to 24" x 24"	1 - 50+
Post-It® Notes	Long and Short Run Options, Full Color or Spot Color, Cube Printing	3" x 3" to 4" x 3"	8 - 5,000+ Packs 300-610 Sheets per Pack
Disposable Masks Hooks	16 pt. Stock, Available Blank or Full Color Printed	8.25" x 2.25"	250 - 10,000
Custom Forms	1 color or full color options for 2-part or 3-part forms	8 1/2" x 11"	100 - 5,000

Promotional Products

Product	Description	Popular Sizes	Typical Quantities
T-shirts	Printed Full Color, 100% Cotton, in 30 Colors	S - 5XL	6 - 576+
Cello Wrapped Pens	Multiple Colors, Styles and Imprint Options Available Blue or Black Ink	One size	50 - 10,000+
Balloons	1 Color Imprint, 11 Balloon Colors	9" or 11"	100 - 2,500+