
Redistricting Package

As you survey your new legislative district, the task of reaching these new constituents suddenly becomes of utmost importance. Visibility is key, but with your schedule in Springfield and your daily responsibilities, how will you find the time? And if you cannot find the time to build a relationship with your new constituents, how will you fare come election time?

Cor Strategies' Redistricting Package is perfect for you. We'll create a relationship between you and your new constituents, connecting you with the people whose trust and support you must earn and helping you turn them into fans.

Telecom Services: Robocalls & Tele Town Halls

To reach those more busy or reserved residents where they are comfortable, your name and message needs to be brought into their homes. Each month Cor will facilitate a call into the homes of the registered voters in your new district, and will write a compelling script to draw interest and appreciation from the recipients. Once a quarter the robocall will be replaced with a tele town hall, which will allow you to talk with and take questions from those who answer the call.

Technology: Email Updates & Social Networking

In order to connect with your new constituents, efforts must be made to reach those who are more tech savvy. Cor will build an online profile for you, including a custom email template and profiles on Facebook, Twitter, LinkedIn, & Foursquare. We will help you locate and gather email addresses for your new constituents, and will facilitate regular email updates to them using your new email template. We will train you on using your new social networks and assist with targeting those efforts to people in your new district, ensuring a lasting bond is built on a social level.

Events: Town Halls, Community Events, & Social Events

To build a personal and enduring relationship with the residents who will shortly become your constituents, we will ensure you have at least one public event each month. Events include formal town halls at civic locations, community events such as parades & neighborhood gatherings, and social events such as house parties & informal gatherings at popular local venues. Cor will coordinate your participation in each event, design invitations, draft an advisory for media and partner organizations, promote the event, and craft talking points for you.

Pricing

- State House District: \$2000/month for first quarter; then \$1650/month
- State Senate District: \$2600/month for first quarter; then \$2250/month

