

# VNC ELECTION PLAN

# 2025

DRAFTED OCTOBER 2024  
LAST UPDATED 15 OCT 2024

# AGENDA

**01**  
**02**  
**03**  
**04**  
**05**

Timeline

Historic Budget

Anticipated Budget

Engagement

Metrics

**01**

# TIMELINE

# KEY DEADLINES

November 15, 2024	Candidate filing begins
December 30, 2024	Candidate filing ends
January 2, 2025	Documentation deadline
January 17, 2025	Candidate list released
January 17, 2025	Vote By Mail (VBM) applications begin
February 11, 2025	Candidate statements due
February 11, 2025	Ballot mailing starts
March 9, 2025	VBM applications end
March 18, 2025	Election Day

02

# HISTORIC BUDGET

# HISTORIC BUDGETS

2021	2023		2025
\$14,000.00	\$22,000.00	Current	\$ 4,100.00
		Proposed addition	\$ 5,200.00
		Budgeted	\$ 9,300.00

**03**

# ANTICIPATED BUDGET

# 2025 BUDGET

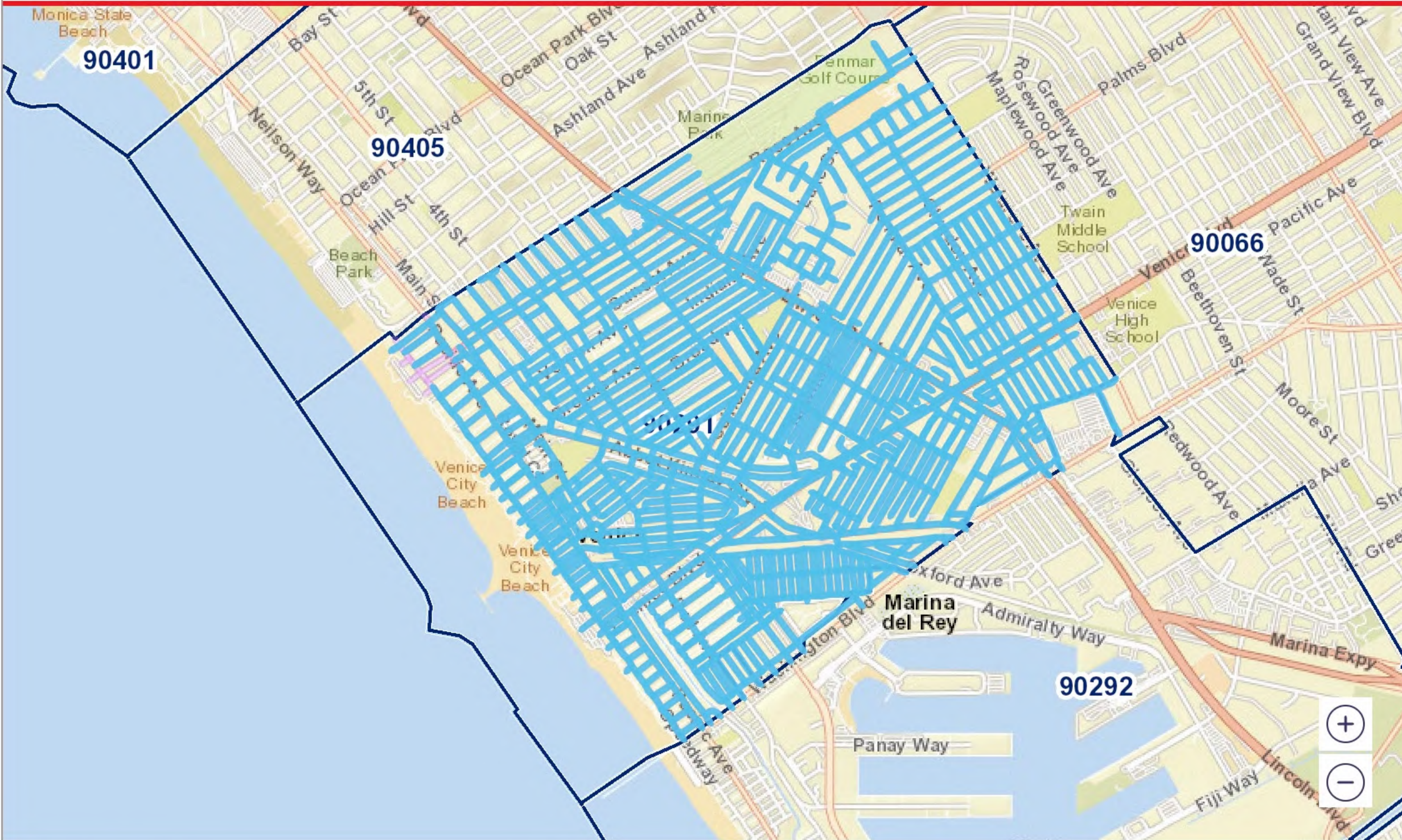
	ITEM	COST
<b>SOCIAL MEDIA</b>	N/A	\$ 0.00
<b>PRINTING</b>	Printing of: <ul style="list-style-type: none"> <li>• 30,000 5x7 double sided postcards</li> </ul>	\$ 1,974.00
<b>USPS ROUTING</b>	(1) deliveries via EDDM to: <ul style="list-style-type: none"> <li>• 24 postal routes in 90291</li> <li>• 10 postal routes in 90292</li> </ul>	\$ 5,546.23.00
<b>GRAPHIC DESIGN PACKAGE</b>	N/A	\$ 0.00
<b>VENUE RENTAL</b>	N/A	\$ 0.00
<b>CONTINGENCY</b>		\$ 1,000.00
<b>TAX, ETC</b>		\$ 770.83
<b>TOTAL</b>		\$ 9,291.06



# Refine Search

View as: **Map** **Table**

Route Residential Business Total Age: 25-34 Size Income Cost



## Map Key

[Show](#)

Try Pitch

# Order Summary

Selected Routes

**24**

[Post Office™ Drop-Offs](#)

**1**

Total Mailpieces

**16304**

**Your order cannot exceed 5000 mailpieces.**

**Please reduce your order amount to continue.**

Approximate Cost

**\$3635.79**

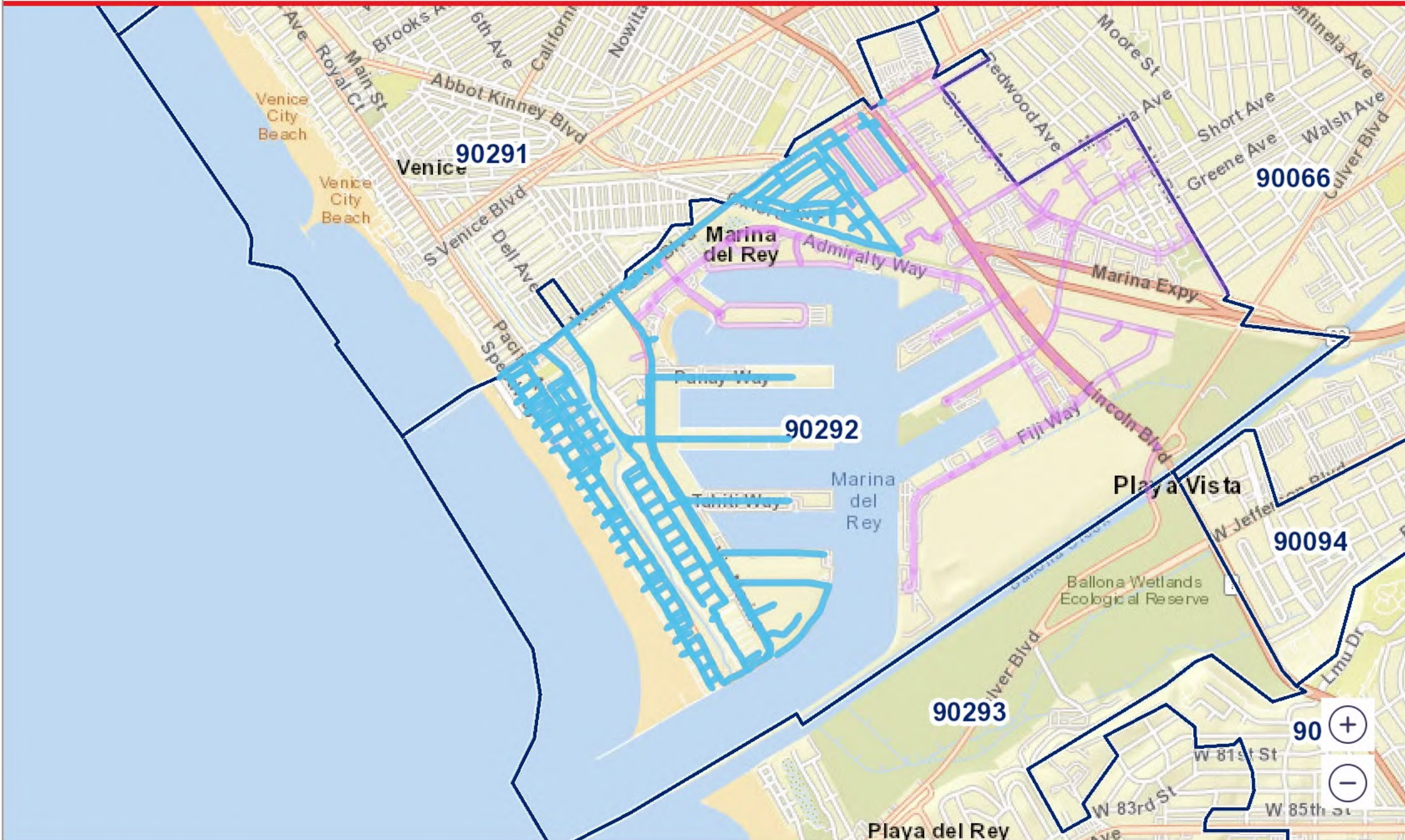
**Next Step**

**Clear Routes**

## Refine Search

View as: Map  Table 

Route  Residential  Business  Total  Age: 25-34  Size  Income  Cost 



## Map Key

Try Pitch

[Show](#)

## Order Summary

Selected Routes

10

[Post Office™ Drop-Offs](#)


1

Total Mailpieces

8567

**Your order cannot exceed 5000 mailpieces.**

**Please reduce your order amount to continue.**

Approximate Cost 

\$1910.44

[Next Step](#)

[Clear Routes](#)

# Business Flyers

★★★★★ 371 Reviews

Questions & Answers (9)



- Print in just 1 day
- Thin & thick coating options
- Perfect for church and restaurants

## Select Print Options

**Size:** 5 x 7 Flat ✓

**Front Side:** Full color

**Back Side:** Full color ✓

**Paper Stock:** ? 14 pt. Cardstock ✓

**Coating:** ? High Gloss UV ✓

**UV Coated Sides:** Both Sides ✓

**Shrink Wrapping:** ? No ✓

**Mailing Service:**  Yes

**Quantity:** 30,000 ✓

**Ready to Ship In** ?

3 Business Days **\$1974.00**  
( \$0.07 ea )

Next Business Day **\$3822.00**  
( \$0.13 ea )

**UPLOAD YOUR FILE**

or [Start Your Design Online](#)

**04**

# ENGAGEMENT

**TheArgonaut**  
Local News & Culture



**EAST VENICE**  
  
**NEIGHBORHOOD ASSOCIATION**

**WESTSIDE  
CURRENT**   
In the know. In the now.



**S . P . Y**   
safe place for youth

**venice**   
**PAPARAZZI**

**VENICE**  
Chamber of Commerce  
est. 1905

  
**A Bridge Home**  
*Emergency Temporary Housing*

*True Blue Venice*  
**BEACHHEAD** 



**ABBOT KINNEY**  
BOULEVARD  
90291  
VENICE, CALIFORNIA



Community  
Interest +  
Businesses



Homeowners



Renters



Unhoused

**Physical outreach:**

- candidate filing and ballot application drives
- personal drop off of a physical postcard to manager/owner
- scannable informational postcard for rapid outreach to staff
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- connect with partner organizations and lean into their email reach

**Partner organizations + community outreach:**

- Venice Chamber of Commerce
- Venice Beach BID
- Abbott Kinney Merchant Association



Community Interest + Businesses

**Physical outreach:**

- candidate filing and ballot application drives
- mailed postcard with QR code
- door knocking campaigns
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- reposting of digital content on nextdoor app

**Partner organizations + community outreach:**

- EVNA
- Venice Canals Association



Homeowners



**Physical outreach:**

- candidate filing and ballot application drives
- mailed postcard with QR code
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- reposting of digital content on nextdoor app

**Partner organizations + community outreach:**

- EVNA
- Venice Canals Association



Renters

**Physical outreach:**

- candidate filing and ballot application drives
- scannable postcard delivered through service provider
- recommended volunteer effort: 8 volunteers for 4 days

**Digital outreach:**

- connect with partner organizations and lean into their email reach

**Partner orgs + community outreach:**

- s.p.y.
- Venice Family Clinic
- St. Joseph's
- Bridge Home
- PATH



Unhoused

**05**

# METRICS

# MEASURES OF SUCCESS

- total number of votes
- election is within projected budget
- low CPA per voter
- total number of candidate filings
- total impressions on social media campaigns
- total engagement on social media campaigns

# THANK YOU

FOR QUESTIONS, PLEASE EMAIL:  
[CHRISTOPHER.LEE@VENICENC.ORG](mailto:CHRISTOPHER.LEE@VENICENC.ORG)



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