



## Finalizing Your Internship Campaign Project

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From: Matt Gonzalez <mtgonzalez@purple-state.org>

To: Interns@purple-state.org



Hello Interns,

By now you have become familiar with your clients' goals and budget restrictions that will shape your campaign. You have accomplished a lot, but the campaign deadline is coming up! At this point, you should have:

- Chosen one or more specific target audiences
- Located where in the state your target groups are concentrated
- Researched all sides of the issue that your campaign will address
- Audited media across the state to understand what news and information people are being exposed to
- Crafted a message and strategy that will be central to your campaign

Please respond to this email to update me and your supervisor on the status of each of these tasks. The *Campaign Design Process* may help you complete these tasks.

The next step in our campaign is where we see all of your hard work pay off. Please use the PS Campaign Simulator to finalize your campaign recommendations for your client and get your pitch presentations ready. Good Luck!

Alex

Alex Stone, PhD  
Account Executive  
Campaign Design Team

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