



Request for help with a proposal

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

To: Interns@purple-state.org

 NDCC VA 5th Contract.pdf
52 KB

 VA Gun Control Polling Repo...
120 KB

 Polling_Resource.pdf
231 KB

Dear Interns,

Welcome to PurpleState! I was once in your shoes as an intern here and am now in my second year as an account manager. I am writing to ask for your help with a campaign my team is designing for an upcoming Virginia congressional election.

We are building a campaign that we will pitch to the campaign manager for a candidate in Virginia's 5th congressional district. The candidate running on a platform that opposes the sale of assault-style weapons. This will be a persuasion campaign, which means we are working to convince voters who are unsure whether or not they agree with our client's position that it is in fact the best course of action. If we can convince the client that our design is the best way to meet their goals, then we will win the campaign contract.

I have attached our request for proposal (RFP) to help you understand who our client is and what their goals are for the campaign. Once you have read and discussed the RFP, I would like your help determining a target audience for our proposed campaign.

After reviewing the RFP, please review the attached polling report. We know that the NDCC wants to target undecided Republican and Independent voters. However, please provide us with specific age and income groups that you think we should target, as well. Please provide rationale for each of your selections in your response. We included our polling resource in case you're not familiar with polling reports.

Thanks for your help, and I hope your internship is off to a good start!

Matt

Matthew Gonzalez
Account Manager
Campaign Design Team

