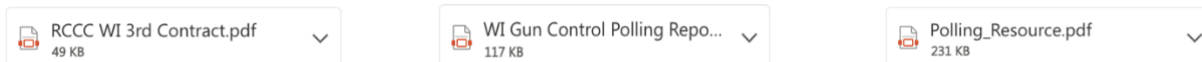




Request for help with a proposal

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

To: Interns@purple-state.org



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 Wisconsin congressional election.

We are building a campaign that we will pitch to the campaign manager for a candidate in Wisconsin's 3rd congressional district. The candidate is running on a platform that supports strong gun rights. This will be a mobilization campaign, which means we are working to excite voters who already agree with our client's position to get out and vote. 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, review the attached polling report. We know that the RCCC wants to mobilize voters who already support strong gun rights, and we know that Republicans overwhelmingly support such laws, so we will target them. However, please provide us with specific age, racial, 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

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