

To: PurpleState Solutions, Inc.
From: Wisconsin Climate Coalition

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: the need to stop new fossil fuel projects. Members of the Wisconsin state legislature are considering new legislation that prevents approval for new drilling and pipelines to be built in the state. Our organization supports these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative would help our environment.

Section 1: Background of our Organization

- The WI Climate Coalition is a non-partisan group of community stakeholders dedicated to reducing the effects of climate change through local engagement, collaboration, and policy reform.
- WCC respects the need for energy resources but is concerned with balancing the economic benefits with impacts on our climate and environment.
- WCC supports comprehensive and evidence-based public policy measures to reduce production of greenhouse gases from fossil fuels and uses peer-reviewed research to determine the effect that fossil fuel use will have on the climate.
- WCC is particularly sensitive to groups who are disproportionately impacted by the effects of climate change and pollution.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Wisconsin citizens to support the extraction and pipeline initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message. Your campaign should influence a minimum of 52,000 Wisconsin residents to support this initiative in order to create safer communities and reduce carbon emissions and pollutions.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 52,000 Wisconsin residents to support the drilling and pipeline initiative. The budget for this campaign is \$100,000. This campaign should follow all ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
Wisconsin Climate Coalition Executive Board

*Wisconsin Climate Coalition is a 503c non-profit organization based in Eau Claire, WI.

To: PurpleState Solutions, Inc.
From: Wisconsin Energy Producers Association

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design a media campaign on a key public policy issue facing Wisconsin citizens: the need to protect new energy production and distribution projects in our state. Members of the Wisconsin state legislature are considering new legislation that would damage the economy by preventing the development of new sources of energy across Wisconsin. Our organization represents Wisconsin energy producers. We are in favor of limiting regulation around the production and distribution of coal, oil, and natural gas. We believe that this initiative will lose jobs, make energy more expensive for Wisconsinites, increase our dependence on foreign oil, and should be opposed.

Section 1: Background of our Organization

We are a collection of local energy producers who believe in ethical and safe production of traditional energy resources. Our goal for this campaign is to inform the community of Wisconsin about the opportunities that new energy production could provide if new legislation made it easier to operate.

1. WEPA works for energy producers, not politicians.
2. We believe strongly in the need for affordable energy and the economic benefits that come with it.
3. We believe that limiting energy production would only increase costs to consumers and cost jobs.
4. We are also business owners who believe environmental resources should only be used in responsible ways. We support environmental protections, follow fair and reasonable legislation, and favor clean fossil fuels over unproven renewable technologies.

Section 2: Campaign Goals

We are looking for media campaign proposals that will influence Wisconsin citizens to oppose this new energy initiative. This campaign should encourage Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions to oppose this proposal. Your campaign should influence at least 51,000 Wisconsin citizens to oppose the initiative and thereby uphold the legitimate use of environmental resources.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 51,000 Wisconsin citizens to oppose the initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
WI Energy Producers Association Executive Board

*WEPA is a 501(c)6 organization. We seek to make Wisconsin embrace sensible environmental legislation that promotes safety without unnecessary economic impacts.

To: PurpleState Solutions, Inc. From:
Wisconsin Energy Independence Inc



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to help us design a media campaign on a key public policy issue facing Wisconsin citizens: the need to for new mining, drilling and pipeline projects. Members of the Wisconsin state legislature are considering new legislation that prevents energy independence by ending our ability to discover and use the natural resources in our state. We believe that doing so would harm the economy and destroy jobs with very little impact on the climate. We would like your help to effectively mobilize Wisconsin residents to oppose this initiative.

Section 1: Background of our Organization

Wisconsin Energy Independence Inc is a non-profit organization dedicated to the discovery and extraction of the energy resources critical to a strong economy. Too much sacrifice of economic independence and security for too little environmental benefit will not help Wisconsin.

- We believe that the right to extract and trade energy resources freely needs to be respected.
- We believe that cheaper energy benefits consumers and creates jobs.
- While renewable energy could be important in the future, the technology to effectively transition Wisconsin does not exist yet.
- We believe that reducing energy would have huge economic consequences while having little impact on climate change.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Wisconsin citizens to oppose this new energy initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Republican base, and so your campaign should focus on mobilizing at least 69,000 Republicans who already share these views to get out and oppose this initiative. In addition, your campaign should also focus on influencing a net total of at least 23,000 Wisconsin citizens to oppose the new energy law.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 69,000 Republicans who already share these views and also influencing a net total of at least 23,000 Wisconsin citizens to oppose the energy initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
WI Climate Truth Inc. Executive Board

*WCT is a 527 organization. We seek to uphold economic opportunities for all Wisconsin residents.

To: PurpleState Solutions, Inc.
From: United for Climate Justice



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: the need to cancel and delay any new fossil fuel projects. Members of the Wisconsin state legislature are considering new legislation that increases environment protections by stopping new fossil fuel projects. Our organization is very much in support of these proposed changes to current environmental laws in Wisconsin. The Clean Air and Water Acts were intended to protect our environmental resources for future generations which includes fighting climate change.

Section 1: Background of our Organization

Our organization is dedicated to creating a carbon neutral Wisconsin. There is a catastrophic level of pollution and environmental damage in our state. Each year, hundreds of friends, neighbors, and family members are impacted by climate change and extreme weather. This is a public crisis, but it doesn't have to be this way.

The evidence and research are clear: fossil fuels are too dangerous.

- Wisconsin land is damaged each year by fossil fuel production and our citizens are suffering the effects of climate change.
- Energy companies have failed to take the steps that would keep our families and communities safe. Policymakers need to step in and do what these corporations won't.
- WI UCJ fills a vital role rallying public support, pressing for action, and giving people all across our state a place to turn for trusted information and bold leadership on climate change policies.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Wisconsin citizens to support this new drilling and pipeline initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Democratic base, and so your campaign should focus on mobilizing at least 74,000 Democrats who already share these views to get out and support this initiative to create safer communities and reduce carbon emissions. This mobilization may create opposition, and so your campaign should also focus on influencing a net total of at least 37,000 Wisconsin citizens to support the initiative.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 74,000 Democrats who already share these views and also influencing a net total of at least 37,000 Wisconsin citizens to support the clean energy initiative. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
United for Climate Justice Executive Board

*UCJ is a 527 organization. Founded in 1999 by passionate volunteers, we have grown to include tens of thousands of supporters representing every county in Wisconsin. And, as our influence has grown, so has our critical role with reporters and legislators as the go-to voice for environmental justice laws.