

Ryan Blackburn

Independent Study and Mentorship

Speice 4B

15 December 2017

**Operating a Campaign - Appealing to the Masses**

**Research Assessment 7**

**Subject:**

State Public Policy

**Works Cited:**

Judith, Meyers. "How to Run a Successful School Levy Campaign." *Aect.org*, Association for Educational Communications and Technology.

**Assessment:**

Devout to the institutions of American government and the responsibilities of the common citizen, I am excited to contribute to greater voter turnout in Frisco through my original work, a campaign that endeavors to encourage registration and political participation. Because the potential for this campaign's goals are immense, I have looked to further my understanding of how to best conduct a campaign advocating action from the local community (one that is experiencing one of the fast growths of any American city). As a delved into my research today,

I worked to glean how best to connect with others, as well as provide incentive for the general public to contribute to American political debate, including Frisco's increasingly critical public policy.

Meyers' analysis on the success of a campaign conducted in a local community to levy taxes for the school board began by discussing key components of the campaign that led to eventual completion of the task at hand. Firstly, a description of the various committees created to manage each portion of the campaign illustrated the degree of formality and complexity required for great results, though was omitted due to its lack of relevance to my Original Work. Despite this, though, I have seen that interpersonal communication and a large base of volunteers is immensely helpful in expanding your cause to a greater amount of people. Organs such as the Administrative, Citizens', and Steering Committee were described, providing incentive for such campaigns to become even larger in impact with a more concrete base to grow on. Meyers went on to discuss how the inclusion of such organs were helpful in finding success for the campaign because of the greater volunteer pool and communications allowed by the increase in size.

Beyond the analysis of the organizational structure of the campaign, author Judith Meyers also explored the impact of utilized mediums of communication in the campaign, as well as concepts that helped mold an identity for the project. Indeed, the inclusion of multiple volunteers helped expand the amount of donations and support brought in, and provided other members of the community with personal connections to the goal of the campaign. In addition, the administration of the School Levy Campaign also found much help, according to Ms. Meyers, from the use of a slogan to articulate the theme and purpose of the movement. The communication of this message was crucial to garnering support for the project, and aided many

in understanding the goals and values held by the campaign. In connecting this evaluation to my original work, I feel that it is necessary to develop this slogan that clearly articulates the ideals I hold in creating the campaign to promote greater participation and success. The messages of the project were also supported by a strong financial backing, providing the volunteers with an ample amount of materials, such as buttons, stickers, or pins, to help advocate the message to the general public. I hope to be able to assemble physical materials like these to not only provide myself with more mediums for communication, but to demonstrate to Frisco citizens that this project has a degree of formality that illustrates its goal's significance.