

How To Conduct a "20 Is Plenty!" Campaign A Step By Step Guide

Participating in a "20 Is Plenty!" campaign is easy.

Conducting a "20 Is Plenty!" campaign is a bit more involved.

Listed below are the recommended steps that should be followed in order to conduct a successful campaign.

1) First and foremost, a successful campaign must have a champion. Someone in a neighborhood must be motivated enough to make things happen. Depending on the size of your neighborhood, this may require two or three champions. We call these champions "Campaign Managers" and you can find a list of these people by clicking the link on the GoSlower.org web site. After your neighborhood identifies your Campaign Manager, please send the name and contact info to Jerry@Presley.cc and we will include your neighborhood on the list.

2) If you have a neighborhood association, we recommend that the association be the official sponsor of the campaign but this is not a requirement. We believe that a campaign has a better chance of success if more people are involved in the planning process.

3) Decide who will fund the campaign. The out-of-pocket charges for the signs are about \$6 per sign, depending on quantities. If you live in Greenwood Village, CO, the Village has agreed to buy the signs and make them available at no charge to any neighborhood within the Village wanting to conduct a campaign.

4) The planning group needs to select a time for the campaign. We believe the best length is eight days, starting on a Saturday and ending on a Sunday. A short campaign conducted once or twice a year is more effective than a long campaign. If you live in Greenwood Village, make sure that you coordinate with the Village staff so that the signs are available; other neighborhoods may have already reserved them.

5) Compile a roster or list of potential homes. Most Home Owner's Associations will have a neighborhood directory, including email addresses. An email with an attached description of the campaign is the easiest way to get participation. Expect a 50% response rate from an email. If you don't have a list to begin with, the next best option is "shoe-leather research". Explaining the campaign door-to-door is most effective and the best way to get a high participation rate.

6) The success of a campaign is directly related to the participation rate. A neighborhood with 90% of the residents participating is far more effective than a neighborhood with 30% participation. Greenwood Village requires that a resident give a positive affirmation of participation before a yard sign can be installed on a lawn. So it's important that follow-up calls or visits be made to residents who have not replied to a letter, flyer or email. Just because a resident has not responded does not mean that they do not want to

participate; but you must get a "yes" before you can install a yard sign. Our experience is that if the campaign managers are diligent, a 90% participation rate is achievable.

7) If you live in Greenwood Village, you can pick up the signs from the city several days before that start of the campaign. The campaign managers are responsible for installing the signs at the start of the campaign and removing them at the end of the campaign. We do not recommend that the home owners install their own signs because it is unlikely all of them will be installed. One key feature is to make it easy to participate; the home owner just has to agree to have a sign installed. Everything else is handled by the campaign managers.

8) Part of the value a campaign is the ability to communicate with others who share the desire to slow down the speed of traffic in a neighborhood. Each sign has a reference to this web site and on this site is a "Bulletin Board" where anyone can post messages about the campaign. While messages can be posted anonymously, we encourage all Campaign Managers to officially register to the "Bulletin Board" so that their posts are recognized as an official post from the neighborhood. We also encourage the Campaign Managers to check the Board from time to time and respond to messages about a particular campaign that may be posted.