



The campaign to pass the \$4 billion Veterans and Affordable Housing Bond Act of 2018

Communications & Coalition

- **Partner Goals**
 - Support media and communication across the state to raise awareness about the 2018 Housing Bond that will bring affordable homes for veterans, seniors and people struggling with the cost of housing across California.
 - Support coalition building and direct solicitation to build and activate our base of support.
- **Campaign Leads**
 - Communications: Mike Roth and Sarah Jimenez, Paschal Roth Public Affairs
 - mike@paschalroth.com and sarah@paschalroth.com
 - Coalition Building: David Koenig, Koenig Consulting
 - davidjkoenig@gmail.com 818-445-7566
- **Requested Partner Support:** Support campaign committee's communication and coalition building work by:
 - Identifying local media and communications opportunities and relay to Paschal Roth
 - Push out social media on channels
 - Help identify local spokespeople for interviews, quickly sign onto LTEs or op-eds, endorsement meetings and opportunities
 - Help organize local press conferences (depending on capacity)
 - Share campaign communications and endorsement solicitations through email, print and digital
 - Identify potential campaign supporters and conduct direct solicitations for support
- **Top Coalition Target Categories:**
 - Mayors, Councilmembers, Supervisors, Cities/Counties and city managers
 - Businesses, Chambers and business associations
 - Realtors, Banks and Mortgage lenders
 - Hospitals and health related associations
 - Labor: Building trades locals and associations, SEIU, CTA, AFSCME
 - Latino, African American, Asian American and Native American organizations
 - Constituent groups: seniors, veterans, people with disabilities, women, low-income Californians, domestic violence, children, homeless and others
 - Developers, Construction, subcontractors, etc
 - Law Enforcement- orgs, chiefs and associations
 - Environmental organizations
 - Education and Children's advocates/organizations
 - Behavioral Health community and advocates
 - Faith-based community including institutions and organizations
 - Agriculture related businesses and associations