



## GRANT SAMPLE #5

### The Project:

For over 20 years, XXX has been educating the public about vital issues around how money influences our democracy. This summer, XXX intends to extend that effort in a new and more direct manner by instituting a program of speaking one-on-one directly with Mainers. We intend to conduct thousands of in-person conversations about the importance of a truly democratic government -- one of, by and for the people -- and how the current campaign finance system interferes with that fundamental guiding principle in our political system.

### Our objectives for this program include:

- educating citizens about how money in Maine politics directly affects them, their families, their communities, and the things that they hold most dear;
- informing the public about the many avenues that exist for money to influence the laws and regulations that make an impact on the quality of life in this state;
- heightening the awareness among citizens regarding who is using money to influence policy, what they have to gain, and who is accepting money from special interests;
- identifying options that allow public officials to run for office without incurring obligations to special interest contributors and explaining these options to the public;
- combatting the pessimism and cynicism that some people experience as a result of the continuing, pervasive effect of special interest money;
- listening to Maine citizens to gauge their level of understanding and concern about these issues; and
- informing Maine citizens about their options for taking action regarding their concerns about money in politics in Maine.

Recent research and trends in communication strategies show the potential of direct one-on-one communication efforts when used on their own and in conjunction with more familiar approaches such as earned and paid media, social media, direct mail, and event-based communications. After years of educating the public through our Money in Politics reports, grassroots advocacy, newsletters, social media, earned media, house parties, one-on-one leadership development meetings, and many other avenues, we are excited about the potential of adding in-person, one-on-one conversations as a new tool in our outreach toolbox.

The net result of this unique effort, we hope, will be a more engaged and informed population when it comes to protecting democracy and insisting on a government of, by and for the people. Our goal is to



make sure that the public understands that the potentially corrupting system of large special interest contributions is not the only way to conduct campaigns.

**Deliverables:**

We estimate that a fully implemented program will allow our canvas to knock a universe of 90,000 to 110,000 doors during the twelve-week period. Based on previous canvases in similar geographical areas, we estimate that each canvasser will be able to have 20 to 30 conversations during a shift, which would result 29,000 to 43,000 face-to-face conversations over the course of the program.

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