

The Memphis Ron Paul 2008 Meetup presents:

Memphis for Ron Paul Project

How to Market Ron Paul in Memphis
And the Mid-South
Techniques and Strategies

The Projects Goal

- To get awareness of Ron Paul
- Build membership
- Get people registered to vote with pledges of support for Ron Paul
- Donations to Ron Paul HQ
- To spread the Ron Paul message

Strategies to accomplish Goals

- The Ron Paul overnight – July 3rd
- Public Rallies and brochure handouts for July the 4th and after
- Renting spaces at fairs, markets, public shows
- Getting College students involved
- Call-in campaigning to talk shows

What is needed to start M.R.P.P.

- **Project Managers and volunteers are needed to organize and implement each strategy or operation.**
- **Project Managers will assess TCO and people needed for each strategy.**
- **Donations needed to fund each operation after assessment of TCO.**

The Ron Paul overnight – July 3rd

On the night of July the 3rd we will plaster these large banners across Memphis

- Coroplast for Stencils and Signs
- Tyvek Home Wrap
- Spray Paint
- metal grommets
- Tie wraps



Michael Goza wants to have a Banner making party, we can also have volunteers to make these at home

Public Rallies and handouts

- **Project Manager needs to organize volunteers to stand at intersection with RP signs and brochures. We will also need to do handouts at designated events at parks, festivals, etc. For July the 4th we will need all members to do their best to attend one handout at least for a couple of hours and one event.**

Renting Spaces

- We can reach thousands by renting spaces at Fairs, Gun Shows and Flea Markets.
 - Delta Fair & Music Festival est. crowd 30,000 – 60,000
9 days from 8-31-07 to 9-09-07 Booth Price \$600.00
 - The Big One Flea Market estimated crowd 15,000 – 25,000
2 days the third Saturday\Sunday Booth price \$85.00
 - Gun Shows are very inexpensive and draw crowds into the thousands. Booth prices range from \$40-\$150

Targeting College Students

- They are very receptive to the Ron Paul message
- They have more time for activism
- They're younger, more active, and more idealist, therefore more dedicated
- Many have experience in activism

We need volunteers for handouts at colleges

Call-in Campaigning to talk shows

- Talk radio is heard daily by millions
- Call-in to local talk shows usually take less than 25 minutes from call-in to when you are through
- It takes 25 minutes or less to get your point (Ron Paul message) to thousands locally that help our membership as well as Ron Paul.

Donations of time and money

- We will need donations and the more members we have the less members will need to donate locally for local operations.
- We will cut every possible corner and stretch every penny. We will opt out for operations that cost the least and rely on more man power than \$money\$ power. Remember you either have to have money power or people power, but you have to have at least one!

Project Managers and volunteers needed for:

- **Each Strategy will need a Project Managers and volunteers**
- **Budgeting**
 - Who keeps up with donations and budgeting
- **Main Organizer, I want to step down and take an assistant organizer position.**