



Rebecca
THOMPSON

the
CAMPAIGN
STARTER KIT

Email Swipe File

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***DISCLAIMER: Please don't copy and paste these emails for your campaign. I spent hours perfecting these in my voice for my supporters (plus you don't want to sound like me anyway!) Please use this swipe file as a guide to help spark your own creativity.

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REQUESTING A ONE ON ONE WITH COMMUNITY LEADER

Subject Line: Meeting Request

Hi Diana,

My name is Rebecca Thompson and I'm running for State Representative in the 1st District. I also live in EEV at 4843 Yorkshire. As a leader in our community and neighborhood association I'd love to sit down to introduce myself and learn more about you and your work in the area. Can you send me a few dates and times that work in the next few weeks to grab coffee? I look forward to connecting soon!

Best,

Rebecca



REQUESTING A ONE ON ONE WITH LABOR LEADER

Subject Line: Meeting Request

Hi Mr. Gamble,

My name is Rebecca Thompson and I am a candidate for State Representative in the 1st District. Would it be possible to meet with you in the next few weeks? I'd love to introduce myself and hear more about the issues of the UAW. Please let me know what works best for us to connect. I look forward to hearing from you soon.

Best,

Rebecca

HOUSE PARTY INVITATION

Subject Line: Join us for a Harper Woods Meet & Greet!

Hi George,

Please join me for a Harper Woods Meet & Greet on Saturday, March 15th from 2pm-4pm at the Harper Woods Library (19601 Harper, Harper Woods, MI 48225). Come learn about my vision for the 1st District, voice your concerns about issues in Harper Woods, and meet new neighbors. Please RSVP at www.rebeccamthompson.com/meetandgreet. We look forward to seeing you there!

Rebecca



JOIN *the* CAMPAIGN
REBECCA THOMPSON
for
STATE REPRESENTATIVE
DEMOCRAT FOR DISTRICT 1

HARPER WOODS MEET & GREET
MARCH 15TH 2PM-4PM
AT THE HARPER WOODS LIBRARY
19601 HARPER AVE, HARPER WOODS, MI 48225

Join us for a meet and greet with Rebecca Thompson, candidate for State Representative in Michigan's 1st District. Come learn about Rebecca's vision for the district, voice your concerns about issues in Harper Woods, and meet new neighbors. Light snacks and refreshments will be served.

RSVP: [HTTP://WWW.REBECCAMTHOMPSON.COM/MEETANDGREET](http://WWW.REBECCAMTHOMPSON.COM/MEETANDGREET)

VOLUNTEER RECRUITMENT

Subject Line: 3 Hours

Friend-

I can't believe we're just 53 days away from Election Day. As we ramp up our efforts to reach voters in the 1st District we need your help. Next Saturday on June 21st we're hosting a National Volunteer Rally to allow our supporters from across the country to help spread our message of honesty, integrity, and leadership. Can you spare just 3 hours?

If so, here are a few easy ways you can help:

- Phone Banking: Thanks to virtual phone banking, no matter where you are in the country you can help make calls. You give us a few hours and we'll make sure you have everything you need to make calls.
- Canvassing: We've already knocked on nearly 4,000 doors but we still have a long way to go. If you're in Southeastern Michigan (or if you're willing to make the trip to Detroit) we need your help meeting voters face to face.
- Administrative: Interested in supporting the campaign but not a people person? That's okay. We still need plenty of help at our campaign headquarters to get mailings and letters out to targeted voters.

Just 3 hours of your time could help determine the results of this election. Can I count on you to help?

Rebecca

FUNDRAISING

GETTING ON THE BALLOT

Subject Line: We're official - thanks to you!



Friend,

Today, I made it official Friend! I formally filed my paperwork to enter the race for State Representative in Michigan's 1st District. I couldn't have made it this far without the generosity of my donors. You can still be a part of this winning race by making a contribution.

Will you donate today?

We are now 136 days away from winning this race - but we can't do it alone. Please make your donation today. Thank you for your continued support.

Rebecca

P.S. Don't forget to join us for our campaign kickoff this Sunday at the Grosse Pointe Woods Community Center from 2pm-4pm.

FUNDRAISING

FINANCE COMMITTEE

Subject Line: Follow Up

Josh,

Thanks for agreeing to serve on the Finance Committee of my campaign and for committing to raising \$1,000. Here is some additional information to help get you started:

website: www.rebeccamthompson.com

Event link: <https://secure.actblue.com/page/rtdcevent?refcode=josh%20gray>

Helpful info:

- I am running against a vulnerable, first term incumbent (<http://www.huffingtonpost.com/tag/brian-banks-detroit>)
- I am the only candidate challenging him so far
- Michigan is facing a 20 year low for women in the legislature
- There are only 3 women of color (out of 110) and 2 are nearly term limited

Let me know if you have any questions and I look forward to seeing you in DC!

Rebecca



CALL TIME FOLLOW UP

Subject Line: Follow Up

Hi Samantha,

It was great chatting with you and thanks for the \$100 pledge! I really appreciate your support. Here's the link to donate (www.rebeccamthompson.com/donate). Looking forward to seeing you soon and congrats again on your new job!

Best,

Rebecca

EVENT INVITATION (EVENT CO-CHAIR)

Subject Line: DC Fundraiser Next Steps

Hi CeCe,

My apologies about the delay in getting you this information but it's taken a bit longer than anticipated to nail down the details for the event. The DC fundraiser will be held on Monday, October 21st from 6:30pm-8:30pm at Eatonville (2121 14th St. NW). As a Co-Chair your fundraising goal is \$500. Your unique link for the event is:

<https://secure.actblue.com/page/rtdcevent?refcode=CeCe%20Grant> (link)

Please use this when helping to promote the event. I've also attached a copy of the invitation. We'll have a final planning call leading up to the event so I'll be sure to send you details. Thank you again for agreeing to support this event and for all of your help. Looking forward to seeing you soon!

Best,

Rebecca

FUNDRAISING

Join us for a DC fundraiser for

REBECCA THOMPSON *for* STATE REPRESENTATIVE

Monday, October 21, 2013

6:30pm-8:30pm



2121 14th St. NW • Washington, DC 20009

Co-Chairs: Carmen Berkley • Aryn Bussey • Gregory Cendana • CeCe Grant • Delano Hunter • Quentin James • Kouri Marshall
Mike McQuerry • Angeliqye Roche • Tracy Sturdivant • Omar Woodard • Lauren Wolfe

Host Committee: Stephanie Abdullah • Lee Anderson • Keith Benjamin • Courtney Bennett • Jamarr Brown • Sammie Dow • Kathy Downey
Sean Gough • Jasmine Harris • Shae Harris • Kimberly Jones • Kirin Kennedy • Jennifer Knox • Terrence Laney • Cedric Lawson • Andrew Lee
Tiffany Lofton • Maddie Melton • Eddy Morales • Greg Moore • Jessica Pierce • Carla Reed • Irene Schwoeffemann • Naomi Shelton • Mark Smith
Vincent Vilano • Becky Wasserman • Kezia Williams

RSVP Required: www.rebeccamthompson.com/DCevent

Paid for by Rebecca Thompson for State Representative

EVENT INVITATION (ATTENDEE)

Subject Line: Join us for our official kickoff!

Friend --

Over the past few months I've spent countless hours meeting with voters, elected officials, and community leaders from across the 1st District and the response has been overwhelmingly clear - they are eager for new leadership in Lansing.

Join us on Sunday, March 23rd from 2pm-4pm at the Grosse Pointe Woods Community Center (20025 Mack Plaza Dr., Grosse Pointe Woods, MI 48236) as we officially launch our campaign and celebrate my 31st birthday.

RSVP at www.rebeccamthompson.com/kickoff or via Facebook (link)

Can't make the kickoff? Please consider donating \$31 to help us reach voters in the 1st District. Hope to see you there!

Rebecca

FUNDRAISING

REBECCA THOMPSON
for
STATE REPRESENTATIVE
DEMOCRAT FOR DISTRICT 1



BIRTHDAY
CELEBRATION
& CAMPAIGN
KICKOFF

MARCH 23RD
2PM-4PM

Join Rebecca Thompson as she formally announces her bid for State Representative in Michigan's 1st District

AT THE GROSSE POINTE WOODS COMMUNITY CENTER
20025 MACK PLAZA DR, GROSSE POINTE WOODS, MI 48236

MINIMUM SUGGESTED CONTRIBUTIONS:
\$31 FRIEND - \$50 SUPPORTER - \$100 HOST

RSVP: [HTTP://WWW.REBECCAMTHOMPSON.COM/KICKOFF](http://www.rebeccamthompson.com/kickoff)

EVENT FOLLOW UP

(Attended) Subject Line: Thank you!

Friend,

I'm honored you were able to attend my campaign kickoff this Sunday, Friend! I hope this event gave you a bit more insight into what this campaign will entail. This is just the beginning. If you were able to sign up for one of the many volunteer events available, thank you. We'll be in touch soon with more information and specific dates and times.

Don't forget to check out the photos from Sunday's event. Please click here to view and share with your friends (link)

If you have any questions about the campaign and want to learn more, please reply to this email. As always, thank you for your continued support.

Rebecca

P.S. Want to make a contribution? Please consider giving a donation today, which will help us spread our message even further.



(Didn't Attend) Subject Line: Sorry I missed you!

Friend,

Even if you weren't able to join us for Sunday's campaign kickoff Friend, you're still a vital member of our team's success.

Click here to view Sunday's campaign kickoff photos (link)

This is just the beginning. We'll be in touch soon with more information for upcoming events and volunteer opportunities. If you have any questions about the campaign and want to learn more, please reply to this email. As always, thank you for your continued support.

Rebecca

P.S. Want to make a contribution? Please consider giving a donation today, which will help us get the word out about our our message even further.

FUNDRAISING

FUNDRAISING DEADLINE

Subject Line: Bray, I need your help

Bray,

As you may know, I'm running for State Representative and our first and most important fundraising deadline is just days away. In order to prove that our campaign is viable we need to raise \$292 today and \$7,000 by December 31st.

Can you donate \$50 today to help us reach our goal? (link)

Every dollar counts and your support will go a long way towards ensuring we win in 2014. I hope we can count on your support!

Rebecca

P.S. Hope you're doing well!



Subject Line: Almost there

Hi Connie,

I hope you're doing well! Our first and most important fundraising deadline is just 15 days away. In order to prove that our campaign is viable we need to raise \$20,000 by December 31st and we're just \$4,641 away from our goal.

Can you donate \$100 today to help us reach our goal? (link)

Every dollar counts and your support will go a long way towards ensuring we win in 2014. I hope we can count on your support!

P.S. Hope you have a great holiday!

ENDORSEMENT ANNOUNCEMENT

Subject Line: Exciting news!

Friend-

Today Launch Progress PAC, a national political action committee dedicated to supporting young progressive candidates announced that they have endorsed our campaign! This is exciting news and with just 126 days until Election Day, their support will be critical to helping us win on August 5th.

Check out articles about our endorsement in the Washington Post and Fusion ([link](#))

As you know, we've been hard at work knocking on doors and talking to voters in the 1st District but winning campaigns require resources. Can you donate \$25, \$50, or \$100 by midnight to help us reach our March fundraising goal?

We're off to a great start so far but need your help to push us over the finish line.
Rebecca

P.S. Can you share the articles about our endorsement on social media with the hashtag #TrustThompson?

ISSUE RESPONSE

Subject Line: Exciting news!

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