



Bevan Dufty for Mayor 2011

“25 in 75” Roadmap to Victory Program

Dear Bevan Supporters,

As part of Team Bevan, we are asking you to commit to finding 25 votes for Bevan in the 75 days remaining until Election Day. We need 500 “Captains” to each recruit 25 votes for Bevan. That is only 1 person every 3 days, be it a friend, a colleague, a family member, or a neighbor.

Over the last 18 years, Bevan has been working for us – now we need to work for him. Together we can make history.

Here are a few ways to find and record your 25 votes:

1. Enter your 25 voters at www.bevanduft.com. Find 25 friends or family members who will vote for Bevan and then enter their names and addresses into the “25 in 75 Roadmap to Victory” page on our website.
2. Email your 25 voters to victory@bevanduft.com. Don’t forget to identify the names and addresses of the voters, as well as your own name, so the campaign can thank you.
3. Pick up a **sign-up sheet** at our office and write in the names and contact information of your 25. When the sheet is complete, fold it in half and mail it to our office, or drop it off in person!
4. **Phone bank** at Dufty Headquarters any day! We can provide you with a list of voters to call to reach your 25.
5. Host a **House Party** at your home or office and ask your guests to vote for Bevan.

Bevan needs your vote, but he also needs you to spread the word about his campaign! Help us create a buzz about Bevan across the City and build the energy we need to win!

Why am I am Voting for Bevan Dufty?

Bevan Dufty believes fixing the big picture means taking care of the basics. For the past 18 years he has been a public servant focusing on civil rights and solving everyday issues. He wants to make sure that when we walk out our front doors we are all proud San Franciscans.

Please remember to discuss why you personally support Bevan and include a personal story about how Bevan has helped you or your neighborhood.

Please refer any direct policy questions to our policy director Amanda Kahn Fried. She can be emailed directly at amanda@bevandufty.com and answer questions on specific issues like housing, homelessness and education.

Always remember to be kind and respectful.

San Francisco Ranked Choice Voting (RCV) F.A.Q.

Q: What if someone tells me they are voting for someone else as their number one choice? Should I ask about their second choice or just give up?

A: Absolutely do not give up. In ranked choice voting, it is very important to let people know that they have three choices. We'd prefer as many **first** choices as possible. However, if a voter has a different candidate ranked first, please ask the voter to consider Bevan for their other choices.

Q: I know I have three votes, can I vote for Bevan three times?

A: Nope. You can only rank a candidate once. If you vote for the same person multiple times it could void your ballot!

Q: Should I not vote for a second or third candidate to help Bevan?

A: You should absolutely vote for three candidates if you have real second and/or third preferences. RCV is very resistant to "tactical voting" so voting honestly for a second or third place will not at all impact Bevan if he is your first choice.

Q: With so many candidates in the race is one of them going to be a "spoiler" and ruin Bevan's chances?

A: RCV eliminates the spoiler effect so the vote is fair. You can vote honestly and sincerely and no one will "spoil" the election for any other candidate.



Bevan Dufty for Mayor

“25 in 75” Roadmap to Victory Program

Dear Bevan Supporters,

Election day is just around the corner and we can't win without you. Bevan needs your vote and he also needs your help. As a Captain in our “25 in 75” Program, we are asking you to find 25 people in your community who will vote for Bevan. You can record your 25 voters using the reverse side of this sheet. Then fold the sheet in half and mail it to us or drop it off at our office in person. You can also enter your 25 at www.bevandufty.com or you can email us at victory@bevandufty.com.

We can't do this without you – together we can win this election and make history.

Love,
Team Bevan

Produced in-house. Paid for by Bevan Dufty for Mayor 2011 FPPC #1321548

*place
postage
here*

Bevan Dufty for Mayor 2011
2280 Market Street
San Francisco, CA 94114

Team Bevan "25 in 75" Tracking Sheet

Captain Name: _____

Captain Phone: _____

	Name	Home Address	Phone Number	Email Address	1, 2, or 3?*
	<i>Joe Smith</i>	<i>123 16th Street, SF, CA 94114</i>	<i>415-555-5555</i>	<i>joe@smith.com</i>	<i>1</i>
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*Indicate if Bevan will be voter's 1st, 2nd or 3rd choice vote