

### **The Smart Campaign.. *is fast, flexible and cost-efficient.***

The Newest, Most Innovative product for Candidates Running for Public Office!

Here's how it works:

- **The key to a Smart Grassroots Campaign is customization.**  
Tailor the graphics to the demographics. Tailor your contacts according to what you know about the individual. React quickly to changing events.
- **Start with a database.**  
Identify every voter in your district. Target those who are most likely to vote for you. Track your campaign's contacts with voters.
- **Plan your campaign strategy.**  
Decide how and when you are going to contact voters. Prepare "walk routes" for efficient door-to-door canvassing. Schedule your direct mailings and telephone bank efforts.
- **Create your campaign publications.**  
Customize your publications to the people who will receive them. Focus on the issues that will get voters to the polls. Personalize your mailings so that everyone knows their vote counts.
- **Get your mailings out economically and quickly**  
Smaller press runs can cut your printing costs, and you won't be tripping over boxes of unused brochures. Bulk mail rates combined with proper political mail preparation, can cut your postage costs dramatically. Connolly Printing is a full-service mail house and printer. We can design, print, address and mail your campaign pieces using our bulk mail or first-class permit. Your message goes directly from proof to mailbox, frequently cutting days off delivery times.

### **We can help!**

Connolly Printing has been in the political printing business since 1969. Our staff is experienced with the latest computer technology and graphic design. We have in house up-to-date printing, finishing, and mailing capabilities.

Connolly Printing is primarily a political services company. Our staff understands your sensitive timeframes, subject matter, and strategies. You are assured of the utmost confidentiality of any

strategy, database, or printed message. When you choose Connolly Printing as your printer, you will have both a designer, and a consultative representative handling your requests. This ensures continuity of branding, and message.