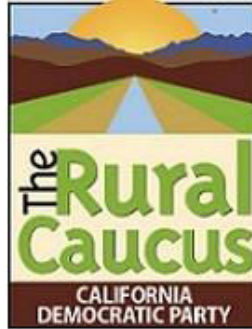


October 12, 2018



Rural Messaging

Dear Rural Caucus Members,

I am very excited to send you [key talking points](#) tailored specifically for our rural communities prepared by communications specialist Isaac Wright to help us win in November.

This first volley is on the Propositions. It is fascinating how he takes our core positions and shapes our message specifically for rural California, so we can be even more effective communicating locally and authentically.

Now that early voting is underway, our top priority is to turn out as many voters as possible - knocking on doors, making calls, texting, talking with your family, friends and everyone you encounter, even standing in line at the checkout counter.

In a time when elections are decided on the thinnest of margins, rural voter outreach and engagement are more important than ever.

We now have the resources and the vision to greatly expand our reach:

- **Rural messaging guidance from a renowned expert (Click [here](#))**
- **Access to the friend to friend outreach app Voter Circle**
- **Virtual phone banking (<http://bit.ly/VirtualPhoneBank>)**
- **A Rural Caucus event form [link](#) to promote your local events**
- **Our Rural Constituency Organizing Manager Patty Hughes**

Thank you for all that you do – volunteering and in contributions. It will be exciting to recap our successes at the CDP Executive Board Meeting in Long Beach November 16-18. We will be holding a Rural Caucus meeting that Friday or Saturday, day and time to be announced, when confirmed by CDP staff.

With all my very best, Joy

Joy Sterling | Rural Caucus Chair | 707 484 0013 | joy@ironhorsevineyards.com
www.cdpruralscaucus.org

STAY CONNECTED