

## “Get Out the Vote” Campaign Scoring Sheet

	Not Provided	Good	Better	Best
Branding choices are provided.				
Rationale for branding is explained and tied to the target group.				
Objectives are clear and tied to the branding.				
Tactics are labeled as moderate or radical.				
Explanation of how tactics meet objectives is provided.				
Most effective tactic is identified and rationale is provided.				

**Comments:**