

# The 2010 Grassroots Project - CO

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**Designed by Candidate Benjamin D. Goss and his lovely ever-supportive wife Jenna.**

*February 21st, 2010*

The 2010 Grassroots Project is a concept for creating a massive word-of-mouth campaign that begins by connecting with the existing efforts that are already in place in the State of Colorado.

In an ideal world, this plan could reach over 6 million people in just 30 weeks, that is nearly the entire population of the state of Colorado! And, with a little over 34 weeks to go to the general election, that means that there is enough time to create a grass roots effort that reaches critical mass just before the general mid-term elections!

The Goal and Vision for this Effort is to hear from 2 million people, and to raise \$2 million dollars. Would you consider some of the following 2010/1020 initiatives?

## 2010 Viral Internet Campaign (Stage One)

- Ask 20 of your Facebook/LinkedIn/Twitter friends to post the "Big Ben" website 10 times in 2 weeks.
- Ask 10 of your Facebook/LinkedIn/Twitter friends to post the "Big Ben" website, or information from the website (such as press releases or blog posts) 20 times over two weeks.
- Ask 20% of your network on Facebook/LinkedIn/Twitter to become a fan of "Big Ben's" political fan page on LinkedIn, and to connect with him on Facebook, LinkedIn and Twitter each week for five weeks, or until you've asked everyone in your network to consider it!
- Ask 20 people to make a \$10.00 donation in the next week via the internet.
- Ask 10 people to make a \$20.00 donation in the next week via the internet.
- Ask 20 different organizations via internet, or email, to consider having "Big Ben" as a speaker in the next 10 days.

## 2010 "Get On Your Feet - Make It Happen" (Stage Two)

- Hand out 20 business cards for the "Big Ben" campaign in 10 hours and ask them to check out the website.
- Get permission to hang 20 flyers in 10 different businesses in your community in 1 week.
- Ask 10 of your friends to take 2 hours a week handing out cards, flyers, or info for the campaign.
- Ask 20 people to knock on 10 doors in their community & give a business card or flyer to let them know about the "Big Ben" campaign.
- Ask 10 people to knock on 20 doors every 10 days for 20 weeks and give out either business cards or a flyer to let people know about the "Big Ben" campaign.
- Ask 10 people to purchase \$20.00 worth of stickers, signs, or other promotional kits and materials for the "Big Ben" campaign or 20 promotional items.
- Ask 20 people to purchase either 10 items or \$10.00 worth of stickers, signs, or other promotional materials.

## 2010 "Phoning Around Colorado" (Stage Three)

- Make 10 phone calls and ask for \$20.00 donations (direct them to the website).
- Make 20 phone calls and ask for \$10.00 donations (direct them to the website).
- Ask 2 people per day over 10 days to join the campaign as a volunteer, or to get involved in some way.
- Find 2 people in 10 different counties to talk to about the campaign over 20 days.
- Call 20 businesses that you frequent in 10 days, and tell those businesses about the "Big Ben" campaign. Ask them to check out the "Big Ben" website and to consider supporting the campaign.

- Call 10 friends or acquaintances and ask them to call 2 people each in the next 2 days. Ask them to ask their friends to check out the "Big Ben" website and consider supporting and voting for ""Big Ben."
- Ask 10 people to find 2 venues where "Big Ben" could travel and speak about the issues facing Colorado today!
- Over 10 days call and ask 20 different leaders or organizations, which support similar positions to our platform, to consider supporting "Big Ben" and the Constitutionally conservative platform.
- Ask 10 schools or universities or tech schools to provide "Big Ben" with an opportunity to come and speak for 30 minutes about the challenges facing Colorado today!
- Ask 20 people to call 10 leaders, religious or otherwise, and ask them to checkout the "Big Ben" website and to consider endorsing our campaign.
- Ask 10 people to sponsor a table at an event within the next 20 days to get "Big Ben's" information in front of voters there.
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### 2010 Digging for Donations (Stage Four) - In the next two weeks!

#### (Just direct them to the website!)

- Ask 20 people to mail out 10 letters, or 10 emails, of the "Donations Needed/Funds Requested" letter provided by the "Big Ben" campaign.
- Ask 10 people to mail out 20 letters, or 20 emails, of the "Donations Needed/Funds Requested" letter provided by the "Big Ben" campaign.
- Ask 10 people to make a \$200 dollar donation to the campaign.
- Ask 5 people to make a \$200 dollar donation to the campaign.
- Ask 2 people to make a \$100 dollar donation to the campaign.
- Ask 20 people to make a \$50 dollar donation to the campaign.
- Ask 10 people to make a \$20 dollar donation to the campaign.
- Ask 5 people to make a \$20 dollar donation to the campaign.
- Ask 20 people to make a \$10 dollar donation to the campaign.
- Ask 200 people to make a \$10 dollar donation to the campaign.

As a thank you to our volunteers, anyone who raises, or donates \$250 or more will receive a shirt and a baseball cap!

This campaign can not and will not go anywhere without the kind, dedicated and passionate support of patriotic Coloradoans who want nothing more than to see the best environment for themselves, their children, and their children's children.

This election marks an historic era in which we as Americans and specifically as Coloradoans, have the opportunity to step forth and make our voices heard in a way that will be unmistakable in Washington D.C.

***It's About Time*** - that someone actually downsized state government, and set in motion the challenges to the Federal Government's over-reaching into State and local politics. Thank you for being a thoughtful, active and passionately persuasive patriot willing to pursue a better Colorado, and a better America!

Best Regards,  
"Big Ben" Goss

**Please consider giving - Any Amount!**



**Or, Give \$20 in '10!**

