

SPECIAL EDITION

Get
75%

Can We Do This?

The 'Get 75' Action Plan

An Open Letter to the Magnolia Point Board of Directors and Community

Please read this before going any further....we need 75% of Magnolia Point to vote on the critical issues before us. Seventy-five percent. That's not a suggestion, it's the threshold that makes this whole thing legal and binding, makes it work! **And the clock is ticking!**

Now, if you think we're going to get there by doing what we've been doing, sitting around jaw-boning, sending the occasional email, and hoping for a miracle, then my sincere apologies for what follows. STOP READING NOW. Ready to go on? Good. You're our kind of neighbor!

What This Is, And What It Isn't

This is an **Action Plan**. Not a "Hit and Hope" plan. Not a "We'll Figure It Out As We Go" plan. Every step here has been thought through. These are time-tested, proven techniques. Additions are not just welcome, they're encouraged. Subtractions are *not*. If you find yourself wanting to skip the parts that feel a little uncomfortable or too 'bold', or 'corny' or 'silly', or 'touchy-feely', this document is not for you, and that's okay. Lead, follow, or get out of the way. And no hard feelings.

For all of us, buckle up, because **this campaign gets done the only way it can: one door at a time**. It's the elephant in the room. Is it hard? *Yes*. We've never done this before. But then, we've never bought a club before, and if we want to accomplish that, we need to nail this, first.

Who This Is For

There are three groups this plan addresses:

- The Board of Directors
- The **'Get 75'** Volunteers
- The Rest of the Community, That Means *You*

This isn't written for any one audience, and healthy discussion and debate of its contents is not only welcome, it's the whole point. Read it, share it, argue about it at the mailbox. Just do something.

Part 1 - For the Board of Directors

You set the tone. You have the resources. The community is looking to you for leadership. Yes, the following will read like a lot of work. But having extensive experience with every item described, I can assure the board that their portion is, at most, a few hours a day for just a few people.

Things to Print

1. The 'Get 75' Hello Card - A simple, friendly card with a place for the volunteer to write in their name and contact information. This one is critical, because roughly half the doors we knock on won't be answered. When nobody's home, this card is the visit. It should include a warm note about the campaign and a clear call to action. On the back, the club purchase 'FAQ's'; see below.

2. The Weekly 'Get 75' Postcard - Mailed every single week until we hit our goal. Keep it bright, keep it short, keep it on-brand. This isn't junk mail, make it feel like a note from a neighbor, because it is.

3. The 'Get 75' One-Page Leave-Behind - Helps to start the conversation on the doorstep, and which a resident can read at the kitchen table after the volunteer has gone. It should include:

- A warm greeting and a clear explanation of the purpose of the campaign.
- How the information gathered will be used, and how it won't.
- Specific ways they can help, even beyond voting.
- A friendly but direct ask for an accurate phone number and email address for each resident.

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- Next steps, with milestones, clearly described.

4. Front & Back Entrance Signs - With the '**Get 75**' logo, a few large bullet points, and a large QR code that leads to magpt.org and the '**Get 75 Dashboard**', below.

5. Print 'Get 75' yard signs, and *allow people to plant them on their lawns(!)*

How much, all of this? Everything in this plan, all told, maybe five grand. That's everything, and *a lot extra*, 'cause we know how things work around here. How much to buy the club? How much is our community, all the homes, yours, mine, everyone's together worth, in dollars? How much after the bulldozers get started? How much are the Access Control or Landscape budgets? Carry on.

And when in doubt, print that QR code on everything!

Things for the Board to Do Now

Get Volunteers, and Resolve That These Are the First of Many. This is the whole ballgame. You need people willing to walk a street, knock on a door, and smile. Find them, recruit them, thank them loudly and often. Don't wait for them to volunteer, ask them by name.

One Email Per Day. One. Every day. Not a newsletter, not a digest, a focused, purposeful message about '**Get 75**'. Short enough to read standing up. Don't have anything new to say? There are five of you, eight committee chairs, a CAM, and the entire MPWC who we're sure will pitch in if invited. Not to mention a whole community of 'keyboard warriors'! Come on!

Update magpt.org Daily. Put a '**Get 75 Dashboard**' front and center on the website, with an opt-in box for a *Call to Action*, whatever that might be for the day (*All hands needed on Winged Foot this week!*). Include a bullet list in the design, a "*Where We Are*", updated every day. How many doors knocked. How many votes committed. How close we are. Make it feel like a scoreboard, because it is. Get on social media, for real this time. Yes, this means you, board. A Nextdoor post. A Facebook post. An Instagram story. Whatever it takes. You don't have to be perfect at it. You just have to show up. A bad social post beats not even having an account, every single time. People want to join a campaign that's making progress, making news, **and showing it in a place they like to see it!**

Set up a Constant Contact SMS Campaign. Get it designed. Get it tested. Get it running. Text messages get read. Emails get buried. Use both. When it hits the fan, the community will demand it, is the least they'll expect, and thank you for having it ready.

Set up Election Buddy Petitions. Get them designed, tested, and ready. Make it so easy to sign that there's no excuse not to. Don't make the community have to wait for this **after** it becomes necessary. If and when it hits Planning & Zoning, and we need to show a prepared PUD to the city, with **names on paper**, it's gonna be fast-paced, white-knuckle, high-drama from then on! Get ready for it now.

Spotlight a Volunteer Every Other Day. Pick someone who's done great work, knocked on the most doors, brought in a new volunteer, whatever, and put them up on magpt.org, on social, and in the Newsgram/text campaign. Congratulations to them! Thank them by name. People work harder when they feel seen, and they should feel *seen*.

Host a Monday 'Get 75' Ice Cream Social. Or Happy Hour. Or both, no judgment! Have it in the Pub. Or the dining room. Keep it casual, keep it fun, keep it regular. Get a microphone. Someone tell stories. Jokes? You first! Swap ideas. Swap hats! Celebrate progress. Have volunteers speak. Recruit new volunteers. Then give 'em the mike and let *them* speak. Kick it off with a \$250 tab each Monday, because this matters and some things are worth buying. The unofficial slogan: '**B There or B Square**' corny? Check! But corny 'sticks'!

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Add a Volunteer Sign-Up Link to Every Single Communication. Every email, every postcard, and every social mediapost should have one tap/click path to sign up as a volunteer. Don't make anyone hunt for it.

Create a "Commit to Vote" Digital Pledge. A simple one-click form on magpt.org, name, address, email, phone. Not legally binding, obviously, but it builds a list of likely voters, lets you follow up specifically with that group, and creates social proof ("247 of your neighbors have already pledged!"). ElectionBuddy or even a simple Google Form works fine.

Designate a 'Get 75' Point Person. A Czar. A Honcho. A Guru. The board is busy. This campaign needs one human being whose job, even temporarily, is to own it. Not a committee. One person. They report progress daily to Magnolia Point. They are the face and authority of the campaign internally.

Set a Volunteer Quota Per Street or Zone. Divide the community into manageable segments. Assign (or recruit) at least one volunteer per zone. Nobody should be responsible for the whole community, that's how good volunteers burn out and quit.

Get the Board President in a 60-second Video. Informal, phone camera is fine, front porch is great. Post it everywhere. People respond to faces and voices in a way they never respond to email, text, direct mail, all of it. If the president won't do it, find a board member who will. This costs nothing and is worth more than a dozen emails.

Part 2 - For the "Get 75" Volunteers

First: thank you. Genuinely. This is the hardest and most important work in the whole campaign, and the fact that you're willing to knock on your neighbor's door, maybe an awkward neighbor, maybe someone you've never met, says everything about who you are. Here's how to make every door count.

What to Say

"Hi there! My name is [Your Name], and I'm your neighbor, I'm just over at [Your Address]. I'm volunteering with our community association about a really important upcoming vote. I'm not here to tell you how to vote, that's your choice to make. I'm just here to make sure every household at Magnolia Point gets to be heard. Because here's the thing: this vote requires 75% of residents to participate before it even counts. So if we don't hit that number, nobody's vote matters, not yours, not mine, not anyone's."

I completely understand if you're on the fence about the issue itself. That's okay! But your participation is what keeps the process fair for all of us.

I've got some information I'd love to leave with you, and I'm happy to answer any questions, or, if now isn't a great time, I totally understand. Could I just leave this with you?

[Their Name], whatever you decide to vote, that part's yours. All that matters to me right now is that you vote."

What to Do at Every Door

Respect Their Property and Their Time. Step back from the door. Don't linger in the doorway past your welcome. Let them control the conversation.

Handle Their Objections, Don't Debate Them. If someone pushes back, listen. Acknowledge them. Respond warmly. You are not there to win an argument; you are there to open a door, get someone thinking, participating. If you're stumped by a question, say so honestly: "That's a great question, let me find out and get back to you." *Then actually get back to them.*

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Track Every Visit, Every Outcome. Volunteers should have a simple way to log each door, answered/not answered, committed/undecided/opposed, contact info updated, questions that need follow-up. A shared Google Sheet works. A simple paper form works. Whatever gets used, works. This data is the whole point of the exercise.

Pair Up New Volunteers With Experienced Ones For the First Round. Nobody should knock their first door alone if it can be helped. Shadow one visit, then switch. Confidence comes fast once you've done it once.

Know Your P's, Q's and FAQ's. On the back of the 'Hello' card are FAQ's about the purchase. (We suggest the five or six questions the volunteers are most likely to get.) *"What exactly are we buying?", "What does this cost me?", "What if I'm against it?", "Is my vote really secret?", etc.,* with short, honest answers. Takes the fear out of those 'stumper' questions. Know them all, cold.

Know When to Escalate. Some concerns are really board-level concerns, legal questions, financial specifics, governance issues. Don't wing it. Say, "You know, [Board Member Name] would be the right person to talk through that with you. Would it be okay if I had them reach out?" *Then queue up the board member, and make sure that actually happens.*

Ask For a Referral. Before you leave, try this: "Is there anyone else on the street you think I should talk to? Anyone who might appreciate a knock?" Neighbors trust neighbors. That referral is worth its weight in gold.

Leave the 'Hello' Card. Always. Even if they answered, even if it went great, even if they already said they'd vote. Leave them something to hold onto. And if no one answered, leave the "Hello" card with your name and number written in, so they know a real person stopped by.

Set a Personal Goal. Ten doors a week is very achievable for most people and adds up fast. Make it concrete, reasonable and trackable.

Sign Them Up For a Sign! - If this one survives the debate, and the resident agrees, have a **'Get 75'** sign ready to plant out front for the rest of the neighborhood to see! **Score one more!**

Part 3 - For the Rest of the Community

You're thinking, "This isn't really my thing." That's fair. But consider: if **26%** of Magnolia Point decides **not** to participate, this vote doesn't happen. The decision doesn't get made. It gets made for all of us by who shows up at the front gate with a purchase offer that beats ours, which will be *none*.

This is *your* community. The club, the streets, the neighbors, the whole thing. You don't have to love the HOA way of life, you don't have to agree with the purchase. You just have to show up. And if someone knocks on your door in the next few weeks wearing a smile and holding a card, be kind to them. They live here too, and they gave up an afternoon for you.

The **'Get 75'** plan is just that. A plan. One person's ideas and cause. Do you have any ideas that can help improve it? There's not much time, but there's enough for that. Send your suggestions to the board, and copy us. We can always walk and chew gum and add on! Discussion, debate, and additions to this plan are welcome and encouraged. **Let's Go! Get 75!**

Oh, one more thing. Would you consider the **'Get 75 Challenge'**...

"Can't knock doors? That's okay. Can you text three neighbors right now and ask if they've heard about the vote? That's three more conversations this campaign didn't have to start from scratch. And thank you! You just volunteered!"

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