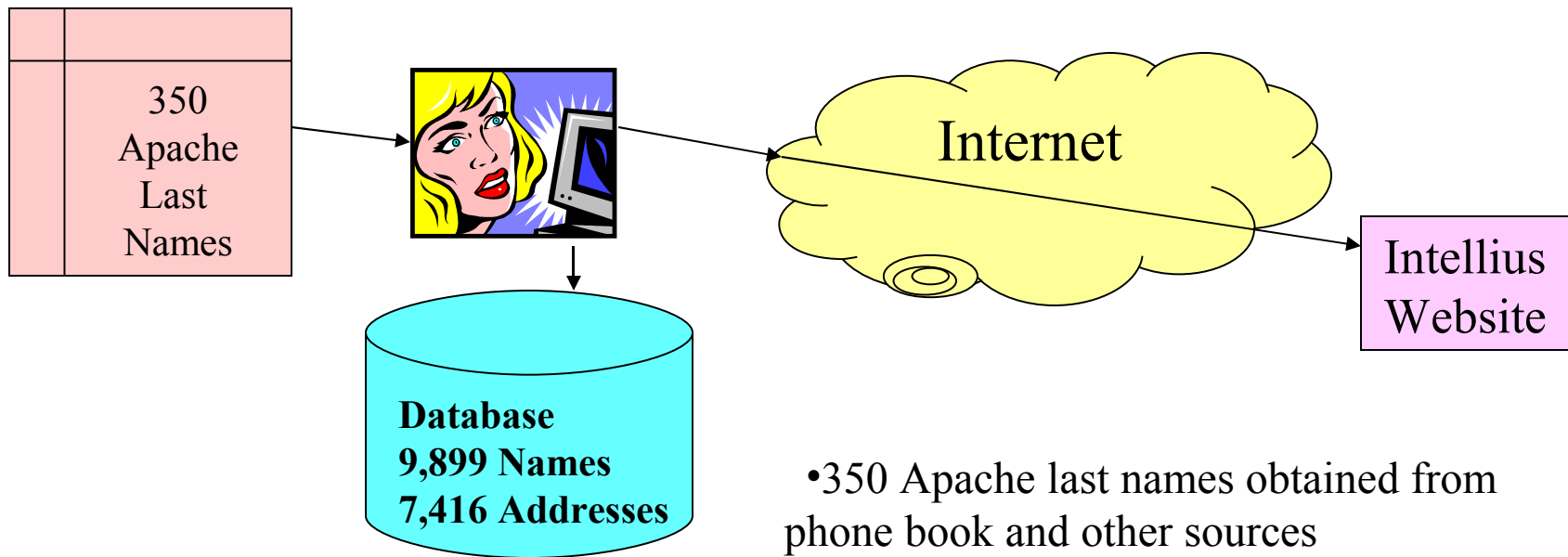


APACHES VOTE

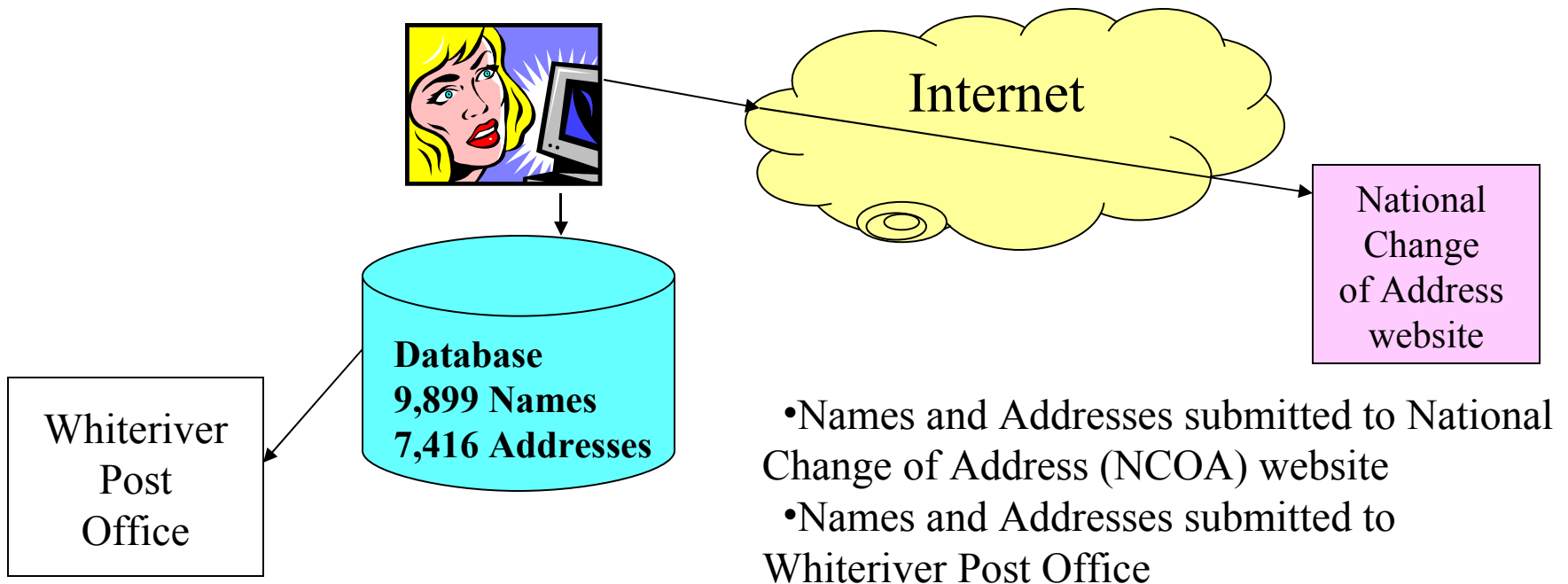
Step One: Mining the Data



- 350 Apache last names obtained from phone book and other sources
- Names submitted to Intellius website
- Names and Addresses stored in Database

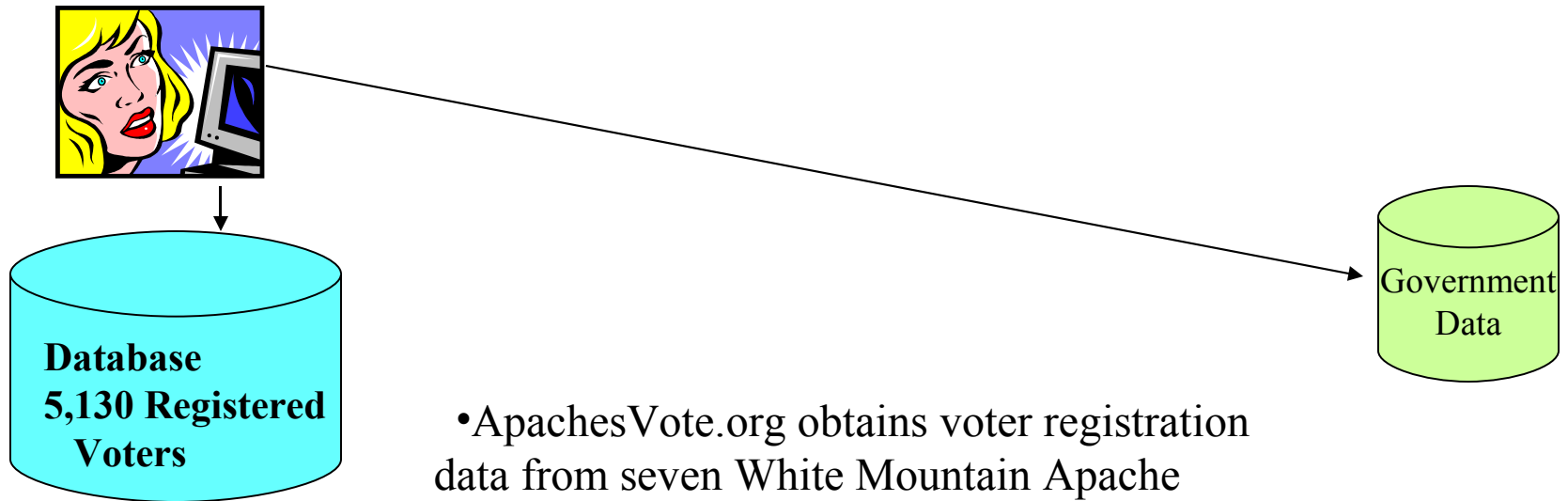
APACHES VOTE

Step Two: Scrubbing the Data



APACHES VOTE

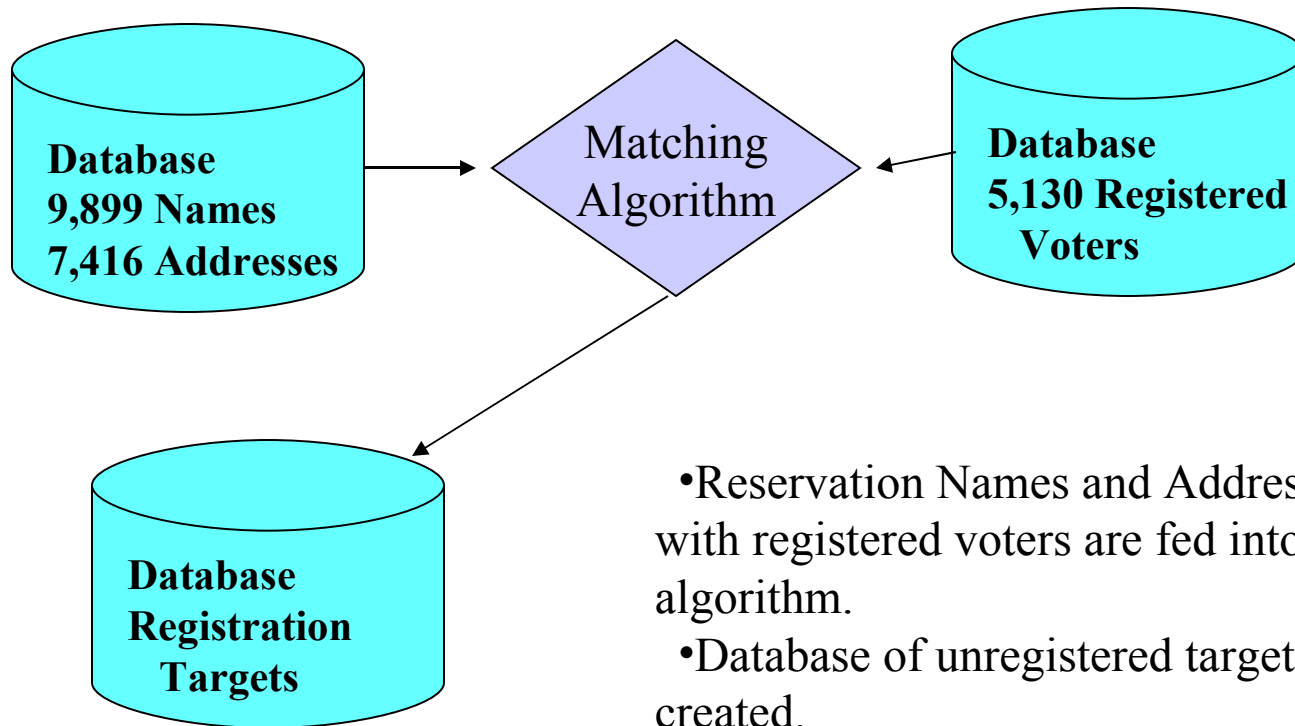
Step Three: Obtaining Voter Registration Lists



- ApachesVote.org obtains voter registration data from seven White Mountain Apache precincts.

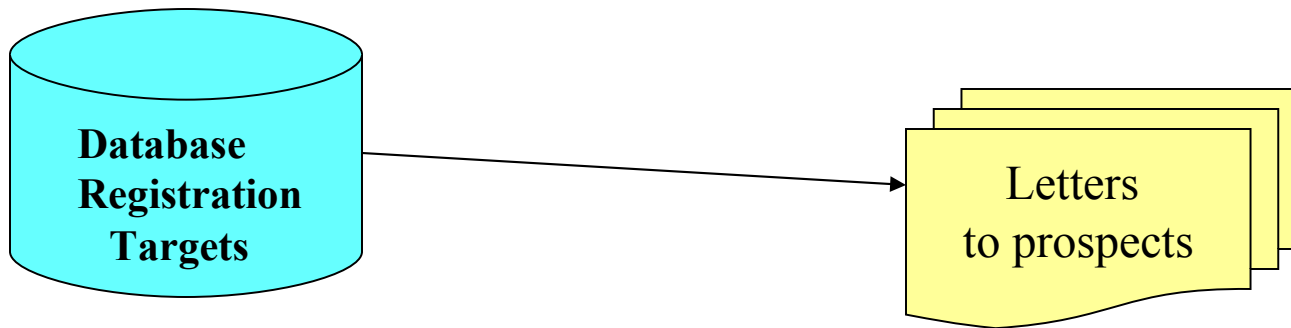


Step Four: Comparing the Data



APACHES VOTE

Step Five: Sending the Letters



Celebrity letter writer

- Letters signed by celebrity sent to unregistered individuals, asking them to register
- Radio, newspaper and web promotion

APACHES VOTE

Step Six: Follow Up Visits



- Follow up visits to people not registered

APACHES VOTE

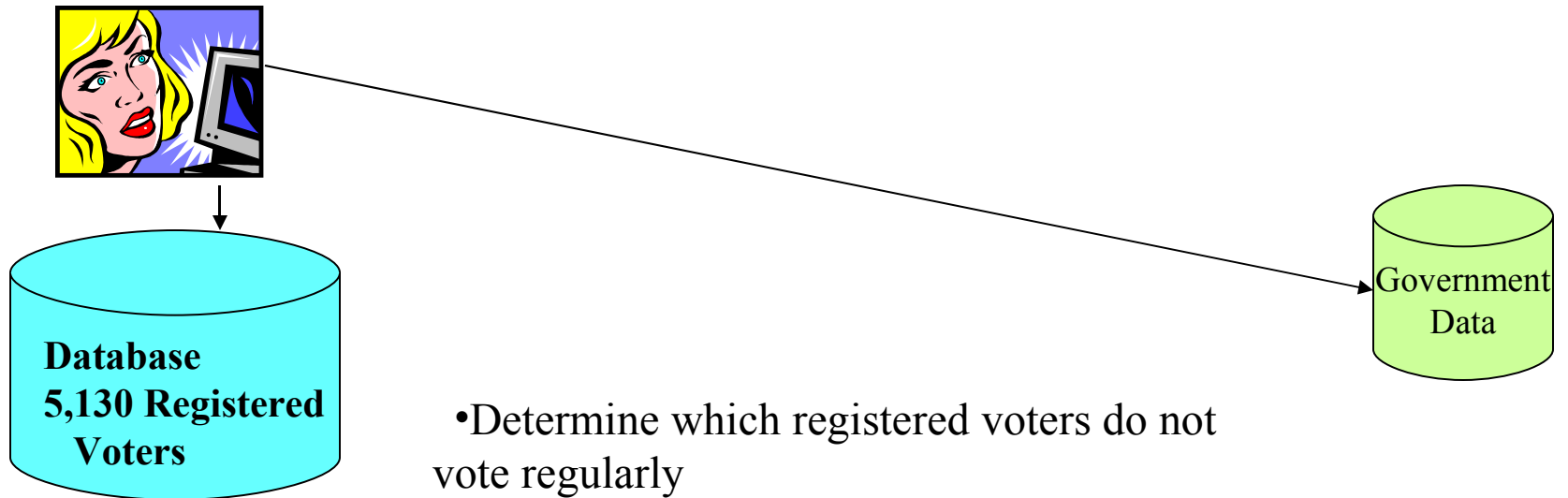
Step Seven: Special Events for Registered Voters



- Events for registered voters, such as concerts or barbecues

APACHES VOTE

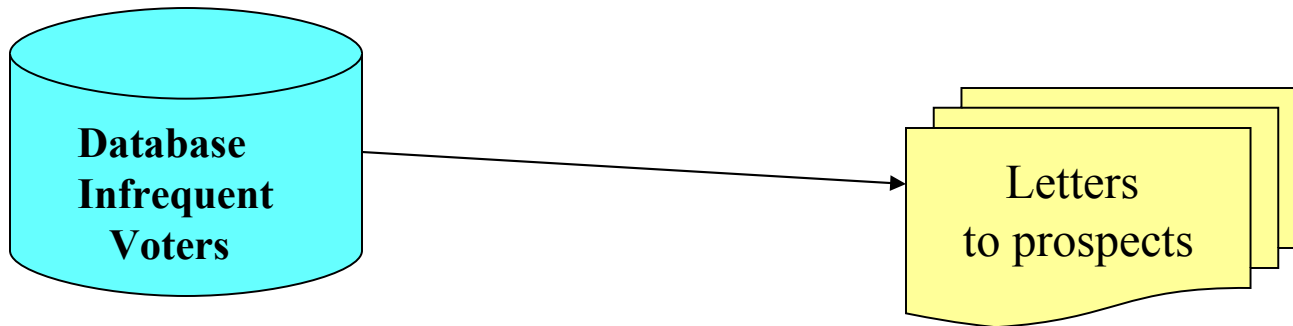
Step Eight: Obtain Voter Turnout Information



APACHES VOTE



Step Nine: Ask Infrequent Voters to Sign Up for Permanent Mail Voter Status



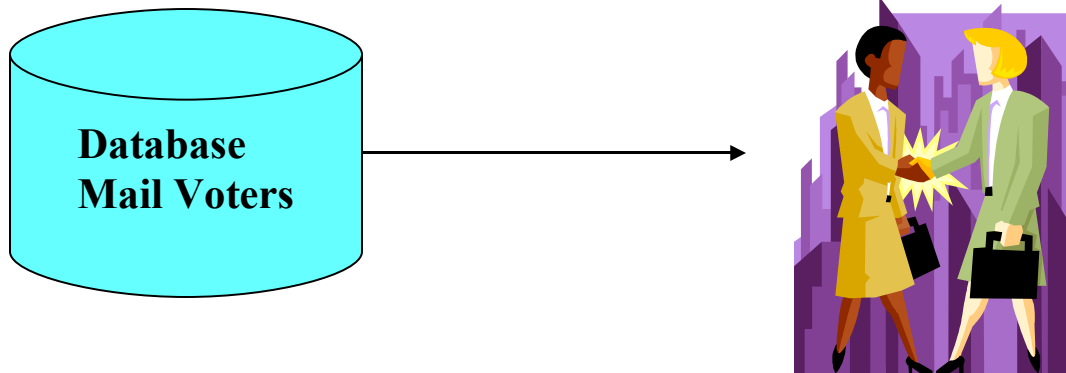
Celebrity letter writer

- Letters signed by celebrity sent to infrequent voters, asking them to sign up for vote by mail

APACHES VOTE

A banner with the text "APACHES VOTE" in white serif font on a blue background. Below the text is a row of ten stylized American flags with red and white stripes and blue stars.

Step Ten: Canvas to See Mail Voters have Voted

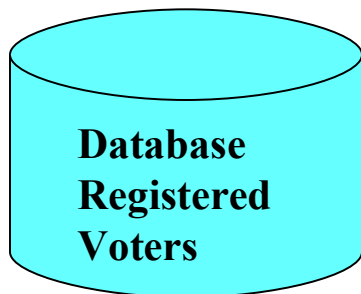


- Prior to the election, canvas to see that mail voters have voted.

APACHES VOTE

A banner with the text "APACHES VOTE" in white serif font on a blue background. Below the text is a row of ten stylized American flags with red and white stripes and blue stars.

Step Eleven: Canvas to See Non-Mail Voters have Voted



- On election day, canvas to see registered voters have voted.