

# WILLIAM DOCK WALLS, III



**DONATIONS**

September, 2014

# COURAGE



# THANK YOU

Thank you for taking the time to review the Walls For Mayor Campaign Support Proposal.

In today's competitive political environment, there is nothing more important than defining the Candidate. A Candidate's image encompasses the campaign's values, reliability, commitment to excellence and platform. Walls for Mayor has become synonymous, itself, with a unique, and incomparable ability to articulate the issues, and provide solutions to the problems plaguing Chicago.

# OBJECTIVE

There are five stages of campaign development: Management; Message; Money; Media; and Masses.

The Walls For Mayor Campaign is in the third stage.

Our current objective is to raise the Money necessary to adequately fund our Direct Response Media and Marketing Campaign.

That multidimensional campaign, which includes Social Media, Mainstream Advertising, Mailers, Phone Banking and On-site Literature Dissemination is key to informing, engaging and ultimately exciting the Masses.

# PURPOSE

The Walls For Mayor Campaign will use all donated money to undertake a state of the art Media campaign.

All funds raised, as a result of this effort, will be documented according to the requirements of the Illinois State Board of Elections.

The campaign funds will be used exclusively to enable strategic campaign activities and for the promotion of the candidacy.

“A copy of our report filed with the State Board of Elections is (or will be) available on the Board’s official website ([www.elections.il.gov](http://www.elections.il.gov)) or for purchase from the State Board of Elections, Springfield, Illinois.”

# STRATEGY

The Walls For Mayor Campaign is actively seeking Contributions.

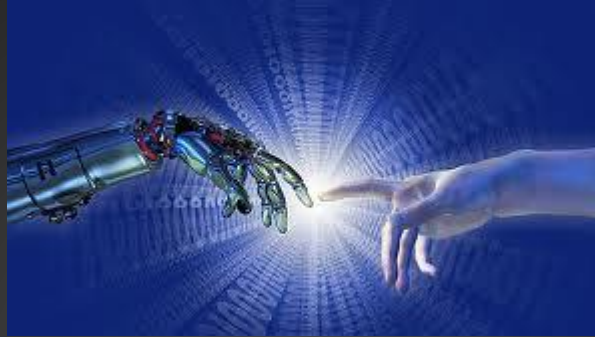
Our strategy is to identify 100 people who will contribute \$1,000; 1,000 people who will contribute \$100; and 10,000 people who will contribute \$10.

We are asking everyone to make a personal contribution. It does not matter how much. In addition, we are asking everyone to provide the names of other people who might make a contribution, in any of those categories.

# DONATE



# CONTACT US



We hope our Campaign Support document was sufficiently informative. We appreciate your feedback and will gladly answer any questions you may have.

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Win With Walls

WallsForMayor.com  
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