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Date: Friday, August 21, 2020 at 11:29 AM
To: michaels@ci.brookfield.wi.us <michaels@ci.brookfield.wi.us>
Subject: Brief Call? Free Assistance from the National Vote at Home Institute

Hi Kelly,

I'm Michael Spitzer-Rubenstein, the Wisconsin State Lead for the National Vote at Home Institute. You may have heard from Hillary Hall, our Senior Advisor for State and Local Election Officials but I wanted to personally reach out to you about how we can help Brookfield in this election.

Do you have 30 minutes to talk next week? I'd like to meet you, hear about your experience in the primaries, and share how we can help you over the next 74 days.

You might find [our Communications Toolkit](#) useful. It's a groundbreaking resource that uses behavioral science insights from our partners at ideas42 to help you connect with communities and get voters the information they need about voting in November. We know it's tough for cash-strapped election offices to build out a comprehensive communications plan, design compelling visuals and develop messaging documents. That's why our toolkit does all of that for you!

It includes a templated communications plans for election offices that's cohesive, strategic, and customizable, so you have a clear roadmap. We've also created inviting visuals in a variety of sizes that you can use for social media, print ads, fliers posters or whatever is needed!

I know you already had to deal with poll worker shortages and delayed ballots in the primaries. Now, you're probably preparing for a massive increase in mail-in absentee ballots. The National Vote at Home Institute has your back. [The Communications Toolkit](#) is just one of the many resources we can offer you.

Are there any times next week that would be good for a brief conversation about how we can be of assistance? I'm happy to be flexible around your schedule.

Looking forward to speaking, Michael

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Michael Spitzer-Rubenstein

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