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REGINA MARSTON FOR  
CONGRESS – DISTRICT 42

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CAMPAIGN VOLUNTEER INFORMATION

JANUARY 17, 2020  
REGINA MARSTON FOR CONGRESS  
MURRIETA, CA

## CAMPAIGN LEADERSHIP TEAM

ROLE	CONTACT	E-MAIL
Campaign Manager	Maria Meeuwisse	<a href="mailto:mmeeuwisse@reginamarston.com">mmeeuwisse@reginamarston.com</a>
Co-Campaign Manager	Craig Blue	<a href="mailto:hcblue@reginamarston.com">hcblue@reginamarston.com</a>
Social Media/Events	Maria Meeuwisse	<a href="mailto:mmeeuwisse@reginamarston.com">mmeeuwisse@reginamarston.com</a>
Public Relations	Andrea Mane	<a href="mailto:andrea@planpr.com">andrea@planpr.com</a>
Operations	Dennis Marston	<a href="mailto:doctord3214@gmail.com">doctord3214@gmail.com</a>
Photographer/Video	Mark Gervase	<a href="mailto:markcgervase@gmail.com">markcgervase@gmail.com</a>
Research/Policy	Angela Amadore	<a href="mailto:angela.amadore@gmail.com">angela.amadore@gmail.com</a>
Alex Mayberry	Digital/Strategy	<a href="mailto:alexmayberry@gmail.com">alexmayberry@gmail.com</a>
Alan Vargas	Outreach/Canvassing	<a href="mailto:alanvargas450@gmail.com">alanvargas450@gmail.com</a>
Ed Kamen	Writing	<a href="mailto:erkwga@yahoo.com">erkwga@yahoo.com</a>
Tony Pedevillano	PR/Blogs	<a href="mailto:Pdawgpro@gmail.com">Pdawgpro@gmail.com</a>
Jenny Chan	Postcards	<a href="mailto:jade11378@yahoo.com">jade11378@yahoo.com</a>
Davis Han	Phone Banks/Text	<a href="mailto:davis.han@outlook.com">davis.han@outlook.com</a>
Chris Jones	Webmaster	<a href="mailto:chrislanejones@gmail.com">chrislanejones@gmail.com</a>

## ABOUT REGINA

Regina has over 30-years of experience in marketing communications for a wide variety of industries including high tech, healthcare, homebuilding, development, energy, utilities, sustainability, non-profits, and more. Her passion was homebuilding and master planned development until the recession. She pivoted into energy and found a new passion in communicating the realities of climate change and how to save California's environment through the use of clean energy.

Regina's business background gives her a wealth of experiences with high-powered businessmen, local, state, and national government leaders, NGOs, community groups, constituents, and stakeholders from diverse cultural and socio-economic backgrounds. Her strength has always been her ability to bring large, complex projects to market through the use of strategic communications plans designed to reach the various target audiences.

## BRAND ATTRIBUTES

- Progressive thinker
- Integrity
- Honesty
- Pragmatic
- Positive
- Intuitive
- Resourceful
- Open-minded
- Inclusive
- Visionary
- Future-oriented
- Confident
- Realistic
- Fair-minded
- Detail oriented
- Straightforward
- Fortright

## VISION

My vision is to represent the diverse group of residents in CAD42 with PURPOSE, PASSION and PRAGMATISM, to ensure that the area is given the opportunity to grow, prosper, and become a regional economic powerhouse, providing good jobs, a sustainable environment, and a high-quality lifestyle for all the people, not just the powerful.

## MISSION

My mission is to serve as the representative for ALL constituents in CAD42 and to work for everyone, ensuring that no one is ignored, despite differences in political party, ideology, economic power, cultural or religious differences. I am focused on:

- Protecting the constitution and our democratic republic
- Growing a sustainable economy that benefits everyone
- Reducing taxes for all people, not just the powerful
- Creating and maintaining a sustainable environment
- Ensuring affordable access to health care
- Stopping gun violence
- Protecting our civil rights
- Making sure that all lives matter

## MAIN ISSUES THAT REGINA IS FOCUSED ON

- **The Environment** – Climate Change is Real and is our # 1 issue.
- **Health Care** – It's a human right, not a privilege. We must protect the ACA and push for Medicare for All.
- **Immigration Reform** – We need a comprehensive and affordable path to citizenship.
- **Economy/Jobs** – We must create an economy that meets everyone's needs and provides labor for our most important industries.
- **Education** – A quality education is key to our success. Charter schools are NOT the answer!
- **Infrastructure** – We must repair and build a sustainable infrastructure - especially in CA 42.
- **Comprehensive Gun Reform** – Comprehensive gun reform including universal background checks, gun show and boyfriend loopholes closed, and reinstate the assault weapons ban!
- **Reproductive Rights** – Women must the right to manage their own reproductive health. Roe v Wade is the law and must be upheld!

## PERSONALITY TRAITS

- |                   |              |                    |
|-------------------|--------------|--------------------|
| • Outgoing        | • Honest     | • Passionate       |
| • Affable         | • Smart      | • Compassionate    |
| • Tenacious       | • Fun        | • Practical        |
| • Confrontational | • Friendly   | • Organized        |
| • Passionate      | • Aggressive | • Straight- talker |
| • Pragmatic       | • Committed  | • Sassy            |

## BRAND STATEMENT

The power of good ideas, carefully placed in the hands of men and women who desire to create something bigger than themselves for the good of all, will always overcome the challenges and obstacles placed before them.

Optimism is not about being optimistic every day. It's natural to be down when things go wrong. The optimist is the one who can hear that still, small voice, and know that it won't stop speaking until the job is done.

## TAGLINES

Listen. Learn. Act.

Purpose. Passion. People.

## MESSAGING GUIDELINES

### TO NE

- Friendly
- Upbeat
- NOT Academic
- Honest
- Speaks truth to power
- Down to earth
- Compassionate
- Straightforward

### TYPES OF WORDS

- Simple language
- Not flowery or fluffy
- Action Oriented
- Hopeful
- Aspirational

## MARKETING COMMUNICATIONS CHANNELS

### POSTCARDS

Sending homemade postcards to voters has been a successful communications channel to reach disengaged voters. We encourage volunteers to have postcard parties and design fun, unique postcards to share the campaign's messages.

High energy, fun original designs

Bright colors – please include our logo colors – deep red, sky blue and purple where possible

Focus on issues and messages of what Regina will do to impact these issues  
Get children involved and have them design the cards

If you want to work on postcards, host a postcard party, or donate funds to purchase and/or mail postcards, please contact Jenny Chan - [jade11378@yahoo.com](mailto:jade11378@yahoo.com)

### SOCIAL MEDIA

Social media is one of the best ways to help amplify our campaign's message. We need to have a large social media following to ensure that we get the media's attention and to reach voters.

Please follow Regina on Facebook and Twitter and share out her posts whenever possible.

**Facebook:** <https://www.facebook.com/reginamarston4CA42/>

**Twitter:** <https://twitter.com/home>

**Instagram:** <https://www.instagram.com/reginamarston4ca42/>

We need assistance in pushing out key social media messages, so if you would like to be on our social media team, please let us know and we will provide you with our social media calendar and posts so you can share them out on your social media accounts.

If you would like to be a part of our Social Media team, please email Maria Meeuwisse at [mmeuwisse@reginamarston.com](mailto:mmeuwisse@reginamarston.com).

## **OPINION EDITORIALS/PRESS RELEASES**

We need assistance developing opinion editorials. If you have a topic that you would like to write an op-ed for or have an idea for a press release, please reach out to Regina at [rmarston@reginamarston.com](mailto:rmarston@reginamarston.com) and we can work with you to develop it.

## BLOG WRITING

We would like to have assistance to write blogs on the major issues. If you have a knack for writing and would like to write blogs for our website, please submit your topic and start writing! We'll post it on the website, share it on social media, and push it out to Democratic focused websites.

If you are interested in writing blogs for our website and social media, please contact Regina at [marston@reginamarston.com](mailto:marston@reginamarston.com).

## PODCAST

We will be launching a Podcast in February to focus on our issues. We want to invite residents of CA 42 to talk about what's important to them. If you have ideas for the podcast, or would like to participate, or know someone who would, please contact Regina at [marston@reginamarston.com](mailto:marston@reginamarston.com).

## EVENTS

We plan to attend a variety of community events throughout the campaign. We need assistance in developing an event calendar and being at the event to hand out flyers, buttons, and register voters. If you're interested in helping with leading our event team, please contact [mmeeuwisse@reginamarston.com](mailto:mmeeuwisse@reginamarston.com).

## NEIGHBORHOOD CANVASSING

Door to door canvassing is one of the best ways to reach voters. We need field team leaders in the North (Eastvale, Norco, Corona, Temescal Canyon) and in the South (Lake Elsinore, Menifee, Wildomar, Murrieta, Temecula). If you want to canvass and/or head up a team of volunteers to canvass, please contact Maria Meeuwisse at [mmeuwisse@reginamarston.com](mailto:mmeuwisse@reginamarston.com).

Elaine Villaverde is our Canvassing Manager and will work with all Canvassers to assign territories and recruit team members. Her email is [elaine10k@yahoo.com](mailto:elaine10k@yahoo.com). We are using the PDI canvassing app. Please download the app to your phone via Apple or Google. As a canvassing volunteer we will add you to the PDI Application as a user. Once you've been added you can log into the app.

Log In Info: Your Email Address (given to Maria)  
Username: CA42Matters2020



## TEXT MESSAGING

We will be using a text messaging service to reach voters. If you would like to help us by sending out text messages to voters, please contact Maria at [hcblue@reginamarston.com](mailto:hcblue@reginamarston.com).

## FUNDRAISING/MEET & GREETINGS

We need help with raising funds for the campaign. One way is to host fundraising parties at your home or a local restaurant. If you are interested in hosting a fundraising event, please contact [hcblue@reginamarston.com](mailto:hcblue@reginamarston.com)

## PHONE BANK SCRIPT

**Y** - Yes, **U** - Undecided, **N** - No, **LM** - Left Message, **BN** - Bad Number, **DNC** - Do Not Call

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Is \_\_\_\_\_ available? Hi, my name is \_\_\_\_\_. I am a volunteer with Regina Marston who is the Democrat running for Congress here in the 42nd district.

### **Are you aware of the upcoming March 3rd primary election?**

Whatever they say:

This election is very important for a variety of reasons. Your current representative, Republican Ken Calvert, has voted to repeal the Affordable Care Act (Obamacare), against bills to fight climate change and gun violence, and for the disastrous Trump tax plan. Calvert has voted along with the Trump agenda 98% of the time.

Regina Marston is the Democrat running against Calvert and will be on the ballot in March. We need to make sure she finishes in the top two so she can keep fighting to protect our environment, pass universal healthcare, and so much more.

### **Can we count on you to support Regina in this race?**

If Strong Support: Great! We would love to have you join our volunteer team to get the word out about Regina.

Would you like to volunteer?

If Strong Opposed: OK. I'm sorry to hear that. Have a nice day.

If Lean Support, Undecided, or Lean Opposed: OK. I'm glad you're considering Regina in this race. Let me tell you some of the reasons why I support her. [Engage in persuasive conversation on your shared values.]

### **Can we count on you to make a plan to check if your friends and family are registered voters and planning on voting in the primary election?**

If yes: Great! Just ask all of your friends and family if they are registered to vote. If they aren't it takes 3 mins to register online at <https://registertovote.ca.gov/>. Tell them about the November 3rd general election and Democrat Regina Marston!

If no: We encourage you to do so, it's going to come down to every last vote. Thank you for your time, have a great day.

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**VOICEMAIL:** Hi \_\_\_\_\_, my name is \_\_\_\_\_ and I am a volunteer with Regina Marston, the Democrat running for Congress in CA 42. Our current representative, Republican Ken Calvert, has voted with Trump's agenda 98 percent of the time, including to repeal the Affordable Care Act. Regina Marston will fight for universal healthcare, to protect our environment, and to create an economy that works for all of us. Please vote for Regina Marston in the March 3rd primary. You can visit her website [www.reginamarston.com](http://www.reginamarston.com) for more information. Thank you and have a good day!

## TEXTING SCRIPT

Hi, This is XXXX (name of volunteer) with Regina Marston who is the Democrat running for Congress here in the 42nd district. We need your support for Regina in the March 3<sup>rd</sup> Primary. Please vote for Regina Marston. She has the experience and leadership to make a difference for CA42. Thanks! #CA42Matters. [www.reginamarston.com](http://www.reginamarston.com)

Hi, This is XXXX (name of volunteer) with Regina Marston who is the Democrat running for Congress here in the 42nd district. The current GOP Rep, Ken Calvert, has not had a town hall in 10 years! We need a real representative that thinks we all matter! Vote for Regina Marston on March 3<sup>rd</sup>! #CA42Matters [www.reginamarston.com](http://www.reginamarston.com)

Hi, This is XXXX (name of volunteer) with Regina Marston who is the Democrat running for Congress here in the 42nd district. Regina is running because she believes that our district is the future of So Cal. Her experience in homebuilding, infrastructure & development, health insurance & clean energy will be the key to our success! Vote for Regina Marston on March 3<sup>rd</sup>! #CA42Matters [www.reginamarston.com](http://www.reginamarston.com)

Hi, This is XXXX (name of volunteer) with Regina Marston who is the Democrat running for Congress here in the 42nd district. Regina has worked to promote clean energy policies in CA and will take that experience to Washington, DC! Vote for Regina Marston on March 3<sup>rd</sup>! #CA42Matters [www.reginamarston.com](http://www.reginamarston.com)

## SAMPLE POSTCARD MESSAGING

### VOTE MARCH 3<sup>rd</sup>

- Vote in the March 3<sup>rd</sup> Primary for Regina Marston
- Regina is the People's Candidate for CA42 – Vote March 3<sup>rd</sup>
- Regina will work for everyone in the District
- Regina is the BEST Democratic candidate for CA42!
- Vote for the candidate who has REAL WORLD experience

### ISSUES

- ENVIRONMENT/CLIMATE
  - Worked in CA Energy Policy for 12 years
  - Will work for the Green New Deal
- HEALTH INSURANCE
  - Worked in health insurance for 4 years
  - Launched first Medicare HMO in the country in 1997
  - Will protect the Affordable Care Act
  - Will work to provide comprehensive health insurance
- IMMIGRATION
  - Support DACA & Comprehensive Immigration Reform
- WOMEN'S RIGHT TO CHOOSE
  - Pro-Choice Advocate
  - Supports Planned Parenthood
- ECONOMY/LABOR
  - Endorsed by AFL-CIO, California Labor Federation, Inland Empire Labor Council
  - Focused on building the economy & jobs in CA42