

# LIBERTY TORCH<sup>LLC</sup>

POLITICAL CONSULTING

## LINE CARD OF SERVICES

### Organizational Management

- Campaign launch logistics
- Strategic messaging
- Guidance for legal paperwork and form completion
- Organizing committees
- Coordinating ballot petition drives
- Strategy formulation
- Schedule/goal development
- Issue/opposition research
- Garnering high profile endorsements
- Coalition building
- Event planning
- Voter identification
- Get Out The Vote coordination

### Fundraising

- Donor list development
- Call script formulation
- Call strategy development
- Fundraising mailer/email writing
- Fundraising drive organization/execution
- Campaign/organization finance management

### Online Development

- Website design, implementation, and maintenance
- Utilization of HTML, CSS, Javascript
- Utilization of Photoshop, Premiere Pro, After Effects, Flash, Final Cut, Flash
- Graphic design (logos, images, merch, etc.)
- Social media network development
- Social media reach strategy
- Maximizing volunteer action and involvement
- Mastering Google SEO and Facebook EdgeRank
- Online viral campaign strategy

### Advertising

- Video advertisement production
- 3D motion graphics
- Script writing
- Radio/audio ad production
- Print advertising production
- Filling out legal forms necessary to run political advertisements
- Advertisement market targeting