

A PROSPECTUS OF SERVICES
**OFFERED TO CONSERVATIVE
POLITICAL CANDIDATES, POLITICAL
CAMPAIGNS, PACS, SUPERPACS,
PARTY COMMITTEES, LOBBYISTS AND
NON-PROFIT ORGANIZATIONS.**

**KRASON AND WOOL POLITICAL
STRATEGY GROUP, LLC**

**Please Contact Greg Wool, Partner, for a
no obligation 30 minute consultation.**

201-452-4923



LEADERSHIP:

All services offered by Krason and Wool Political Strategy Group, LLC are actively managed and supervised by company leadership.

You are free to reach out to us via email, text, or phone call at anytime. Our high-touch client focused model means we are available whenever you need us. We value our clients time and their trust in us.

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CAMPAIGN STAFF AND ORGANIZATION

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC team members can directly serve in a variety of capacities on your campaign and can assist you in sourcing the best staff for all of your campaign needs.

Example Of Typical Campaign Roles:

- **General Campaign Consultant / Strategist**
- **Campaign Manager**
- **Communications Director**
- **Treasurer / Compliance Officer**
- **Field Director**
- **Campaign Scheduler**
- **Social Media Coordinator**
- **Absentee Ballot Coordinator**
- **Election Day Operations Manager**

CAMPAIGN MESSAGE DEVELOPMENT

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC team members can assist you in developing , testing, and revising your campaign theme and messaging. Using polling, surveys, A/B testing focus groups, and research we can help to narrow the top 3-5 issues / concerns of your constituents and voters.

Available Services:

- **Develop Campaign Theme**
- **Prioritize Communication Goals**
- **Message and Issue Research**
- **Interview Preparation**
- **Stump Speech Preparation**
- **Talking Points Development**
- **Press And Media List Development And Cultivation**

POLLING AND SURVEYS

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC team members can assist you in developing , testing, revising and deploying your campaign polling. At the end of all polling, KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC will analyze and summarize the results, allowing the data to become actionable.

Available Services:

- **Live Phone Surveys**
- **Online Surveys**
- **Automated Surveys**
- **Baseline Polls**
- **Assessment Polls**
- **Tracking Surveys**
- **Push Polls**
- **Focus Groups**

VOTER DATA

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC team members can assist you in acquiring any and all data needed by your campaign. We can provide the tools needed to deploy your data and make it actionable.

Available Data:

- **National Voter File**
- **Voter Modeling**
- **Email Lists**
- **Postal Mailing Lists**
- **Walk Lists**
- **Phone Lists**
- **Voter Mapping Services**

PRINTED MATERIALS

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide high quality printed materials in a timely, cost efficient manner. We can use your prepared artwork or turn your ideas into a finished product.

Available Items:

- **Yard Signs - Poly and Corrugate**
- **Palm Cards and Door Hangers**
- **Business Cards**
- **Rally Signs**
- **Billboards**
- **Full Service Direct Mail**
- **Buttons/Stickers**
- **Banners, Photo Backdrops, And Step & Repeat Backdrops**

DIGITAL AND SOCIAL MEDIA STRATEGY P.1

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide your campaign a variety of Digital and Social Media Services and assist in developing a comprehensive Digital and Social Media Strategy tailored to your specific campaign.

Available Services:

- Social Media Pages Creation And Set-Up (Facebook, Instagram, Snapchat, Twitter, LinkedIn, RallyPoint, YouTube)
- Page Optimization
- Content Creation (Graphics & Copy)
- Promotional Photos
- Posting Scheduling
- Facebook/YouTube/Twitter Covers

DIGITAL AND SOCIAL MEDIA STRATEGY P.2

Additional Available Services:

- Website Development and Management
- SEO
- Social Media Profile Management
- Blog Ghost Writing
- Site Traffic Generation

FUNDRAISING

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide a variety of fundraising strategies and services. One on One Telephone Fundraising Coaching is available to clients on a case by case basis.

- Donor Lists Development
- Event Fundraising
- High Dollar Donor Research
- PAC and Super PAC Research And Outreach
- Assistance with Telephone and Email Follow-Up Requests
- Assistance With Thank You Cards And Emails
- One On One Telephone Fundraising Coaching, Real-Time Call Assistance, Script Development and Immediate Feedback

OPPOSITION RESEARCH

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide high quality Opposition Research and the strategies to make the information actionable.

- **Reputation Issues Research**
- **Financial And Professional History Research**
- **Civil And Criminal Litigation Research**
- **Vote History (Incumbent)**
- **Affiliation(s) Research**

COMPLIANCE AND TREASURY SERVICES P.1

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide all of your FEC, Compliance, and Treasury needs. With more than 14 years of compliance experience, we make sure your campaign follows all applicable laws, rules and regulations and operates in an ethical and transparent manner.

- **Prepare and File All Required FEC & Related Documents to create Political Campaign, PAC, or Super PAC.**
- **Prepare Banking Documents - EIN and Bylaws.**
- **Open required bank accounts as needed for committees.**
- **Provide easy set-up / low fee credit card processing services.**
- **Review and ensure required compliance of all aspects of campaign.**
- **Assist named Treasurer with FEC Compliance.**
- **Assume Treasurer role for committees (Additional Fee)**

COMPLIANCE AND TREASURY SERVICES P.2

Additional Services Offered:

- **Advise on Federal Financial Disclosure.**
- **File State & Local Registrations & Reports as required.**
- **Prepare and File Ongoing Periodic Compliance Reports.**
- **Prepare / Track / Monitor all filing dates for committees.**
- **Create and Manage Joint Fundraising Committees.**

ADDITIONAL COMPLIANCE SERVICES

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide a variety of Compliance Services for Lobbyists, PACs, and Non-Profit Organizations.

- **Prepare and File Lobbyist Registration (LD 1) and ongoing LD 2 and LD 203 reports.**
- **FARA Registration & Compliance**
- **501c(3) and 501c(4) Registration assistance and application completion.**
- **IRS 990 Filing Assistance.**
- **IRS POL-1120 Filing Assistance.**
- **IRS 1099 Preparation / Distribution / Compliance.**

GRASSROOTS AND FIELD TEAM ORGANIZING

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can assist in guiding and training you Field Staff and Volunteers to be effective surrogates for your campaign.

- **We can train and place Field Organizers who will build a network of volunteers, train precinct captains and establish volunteer driven neighborhood outreach efforts for your campaign.**
- **We can Organize and Manage a successful Signature Gathering Petition Campaign**
- **We can assist with the organization of Campaign Door-Knocking Voter Contact Efforts, Literature Drops, and Voter Registration Efforts.**

ELECTION DAY OPERATIONS

KRASON AND WOOL POLITICAL STRATEGY GROUP, LLC can provide a team lead to organize and manage your Election Day Operations Program.

- **Poll Watcher Program**
- **Volunteer Training program**
- **Poll Literature Distribution Location Assignments**
- **Poll Location Promotion Materials**
- **Ground-Game Reporting: Morning, Mid-Day, Evening**
- **EDO GOTV Operations**
- **Candidate Staffing and Movement**
- **EDO War-Room Operations**