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MADISON

"There are so many similarities between a startup venture and a political campaign -
the rhythm, the tempo, the hours, the intensity."
– Mike McCurry

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Change is infinite.



BEFORE

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"Trevor is a true professional who brings passion and a positive attitude to every project he works on. He is a true team player and a true professional." -John M. Davis

[Image placeholder]

Hazel FA

Change is infinite

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[Image placeholder]

About us

We are a campaigning company that takes pride in benefiting our clients and, by extension, our future generations.

Hazel FA hires and develops canvassers for political campaigns, non-profits, and advocates while providing digital communication and event planning services.

We were established by Trevor Phillips, a former political staffer and military veteran with six years of public service experience.

Motivated by the profound impact of our work, we are driven to represent causes that we believe in and work together to achieve our client's most significant potential.

[Image placeholder]

Mission

[Image placeholder]

To guide our clients toward success while civically engaging our shared communities.

Challenge

The average campaign outreach is costly, ineffective, and relies heavily on the reliability of its volunteers.

Cost

The already high cost of data gathering and direct outreach is making it difficult to sustain and scaling issues.

Effectiveness

Many targeted outreach are unhelpful to campaigns due to low rates of conversion.

Availability

Event attendance relies on the reliability of the volunteers and those that they've successfully recruited.

Service offerings

Our team builds the foundation of a campaign through field outreach such as door knocking, street canvassing, petitioning, fundraising, and the management of projects and events.

Data collection

Help and support teams of canvassers who communicate to door-to-door conversations and collect contact information.

Digital communication

Develop a communication infrastructure through email to engage organization and build community.

Project management

Manage multiple events with an organized system to support event planning and other initiatives.

Campaign strategy

Manage the day-to-day operations and overall campaign strategy (e.g., fundraising, budgeting, timing, etc.).

Fundraising

Organize, promote, and host fundraising events.

Event planning

Take initiative on the event and execute on everything making them a success.

Why work with us?

We are dedicated to serving New York City's five boroughs by raising the expectations, qualifications, and standards of ground-level political work.

1. **Provide robust communication, organizational, training, and support infrastructure** so you can focus on your responsibilities.
2. **Ensure campaign growth** by actively building our teams and facilitating the onboarding experience for volunteers and other paid staff.
3. **Committed to your team's professional development**, ensuring your public launch through a perfectly executed campaign.
4. **A veteran-owned company** that supports the transition of diverse Americans who have served our country into the civilian market.

Our approach

We work systematically and transparently to achieve well-defined goals while remaining attentive to our client's needs.

Quick turn-around for deliverables with agreed upon time constraints

Clearly define expectations of timelines and responsibilities

Take notes during conversations and maintain clear and feedback into our services

Schedule regular meetings and provide an open line of communication

Transparent about pricing and expenses while providing flexible and adjusting as needed

[Image placeholder]

Value proposition

Voters recognize the caliber of our canvassers and organizers - building confidence in our candidates.

Systematic approach to recruitment and data management through central people management and digital infrastructure

Proven track record of expansion and strategic growth in existing campaigns

High staff retention and consistent performance

Modern and dynamic approach to campaign management - from initial contact to digital outreach, field production, and reporting

Customer profile

Our ideal client is based in the Brooklyn/Queens area and shares our community-oriented values.

Experience in public service, community organizing, and activism

Openness to new ideas and strategies

Has a reputation for being accessible

Has a record of turning volunteer goals into real policy

Pricing

Our transparent pricing structure will depend on the length of the campaign and the deliverables provided.

We typically propose a monthly retainer throughout the campaign with an agreed-upon budget, which is tied to the:

- Number of canvassers
- Number of contact IDs required by the campaign
- Level of digital organizing needed to mobilize canvassers
- Commutation of staff

Team

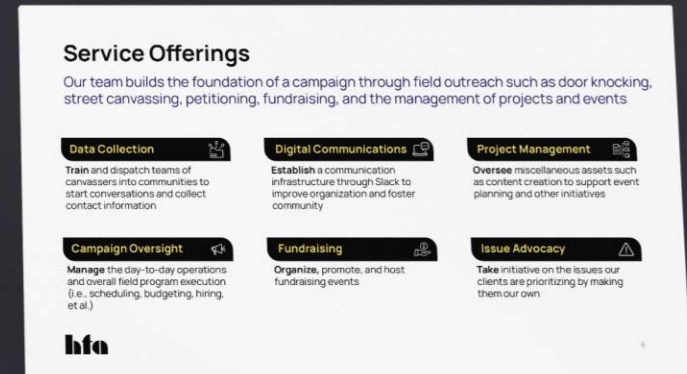
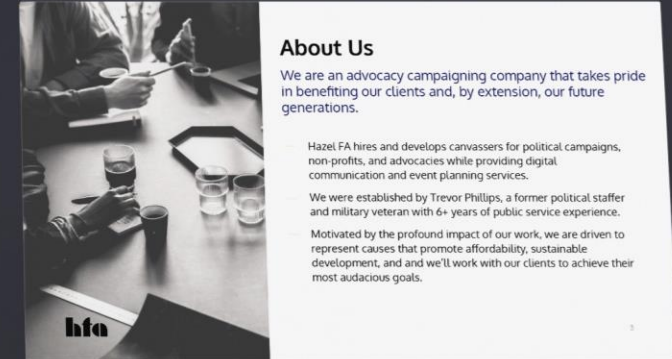
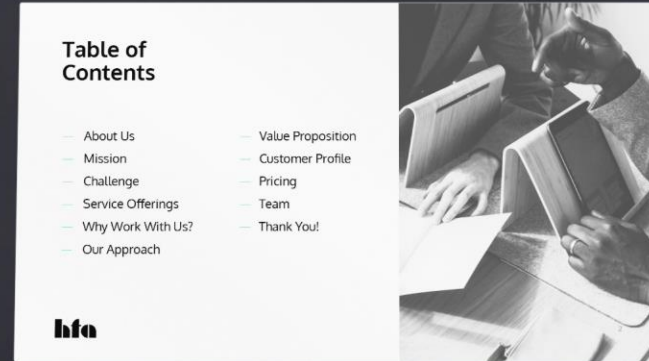
Trevor Phillips - Founder and CEO

Trevor is an experienced digital organizer, community manager, and content producer. Driven by a strong sense of civic responsibility, he takes pride in leading teams of committed organizers & canvassers. As a founder and operational director, his goals include raising the expectations and business standards of ground-level political work.

In addition to directing field programs for Borough-wide & Congressional elections, Trevor has been recognized by the Department of Defense for "exceptionally meritorious achievement" while supporting the public affairs mission for U.S. Forces Japan.

[Image placeholder]

Thank You!



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Our Approach

We work systematically and transparently to achieve well-defined goals while remaining attentive to our client's needs

Quick turn-around for deliverables with agreed upon time-constraints

Clearly define expectations of timelines and responsiveness

Schedule regular meetings and provide set hours for emails and phone calls

Take notes during conversations and implement ideas and feedback into our services

Transparent about pricing and expectations while remaining flexible and adjusting as needed

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Value Proposition

Voters recognize the caliber of our canvassers and organizers - **instilling confidence in our candidates.**

- ✓ **Community of changemakers** and conversation starters developed through unrivaled people management and support infrastructure
- ✓ **High staff retention** and overall productivity
- ✓ **Passionate** about helping our clients achieve results
- ✓ **Up-to-date and dynamic approach** to campaign management offering digital content production, technology fluency, and cultural competency
- ✓ **Proven track record** of execution and strategies that lead to winning campaigns

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Customer Profile

Our ideal client is based in the Brooklyn/Queens area and shares our vision for a more involved community outreach.

- ✓ **Experience** in public service, community organizing, and activism
- ✓ **Has a reputation** for being accessible
- ✓ **Enthusiastic** for civic engagement
- ✓ **Has a record** of turning audacious goals into real policy

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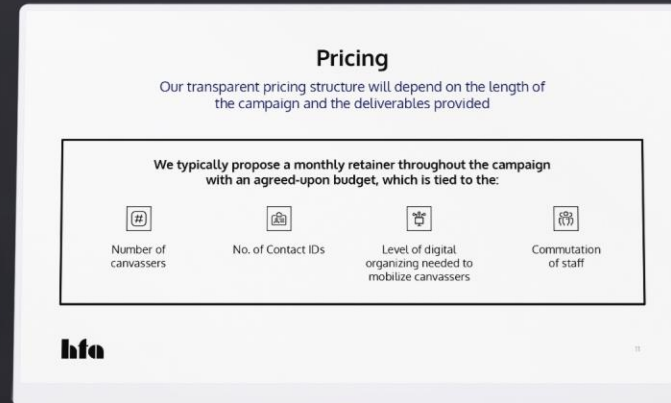
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