



**“Gordon Berry for School Board”**

917 W. Washington  
South Bend IN 46601  
September 30, 2008

**Dear Supporter:**

This will be a very difficult campaign given that there are 15 candidates for the 2 at-large positions on the school board. The solutions to success will be name recognition and significant endorsements from the South Bend community. I hope you can work to help us achieve these goals.

Our campaign is off to a great start having been endorsed by the NEA - representing the teachers of our South Bend Community Schools - other significant endorsements needed will come from the Chamber of Commerce and from the South Bend Tribune - their processes have begun but are unlikely to be completed before mid-October. The TAP Community group of churches is also making endorsements as well as a number of other educational groups and institutions.

Hence, we need your help in two principal goals:

**1. Fundraising:**

- (a) Volunteers and dollars will come from endorsement of the NEA & Chamber)
- (b) Directed mailings to lists of people who know what we are trying to do - (this is an example)
- (c) The traditional way - inviting people to afternoon tea or cocktails in friends' houses
- (d) Proceeds from yard sales - (e) other ideas you may have..

We have established a campaign account **“Gordon Berry for Schoolboard”**

**2. Publicity** - getting information to people

- (a) The campaign website: [gogosbschoolboard.net/vote.htm](http://gogosbschoolboard.net/vote.htm) (or .html)  
How do we get people to know it exists? - by your emails, word of mouth, etc.
- (b) Flyer distribution - a postcard, a bumper sticker and a yard sign, all designed by son Nicolas  
*[Let me know if you would like some of these!]*
- (c) The SB Trib has invited a “viewpoint” piece from each candidate (other letters?)
- (d) email contacts with educational groups - thru NISMEC, HOST, ND, NEA, etc, and other lists
- (e) Yard signs - Door-to-door distributions of flyers, at shopping malls, etc, ...
- (f) Polling station - handouts on election day

I have assembled a small committee to help look after the campaign and follow all legal requirements.. **Neighbors** - Daniel Holm is the Chair (Professor, IUSB education department), his wife Lois Holm is the Treasurer, and Jim Lodwick, a retired Episcopalian clergyman. **Other active committee members and advisors** (which is growing daily) include my wife Mary Hynes- Berry, Amanda Serenevy, Beth Marchant, Karen Morris, Joe Bellina and Jackie Rucker.

**Can you help??**

**Here are possible ways...**

- 1. **Send a check made out to “Gordon Berry for Schoolboard”** we have opened a business account under this name.
- 2. **Volunteer** for - distributions, increasing our email contact list, making contacts. Etc
- 3. Other ideas - to promote contact - contact - contact - with the voters

Gordon Berry - 917 W. Washington, South Bend IN 46601 (Address for checks)  
[hgb@att.net](mailto:hgb@att.net) Campaignwebsite: [gogosbschoolboard.net/vote.htm](http://gogosbschoolboard.net/vote.htm) Tel. 574-282-2430

ANY CONTRIBUTION (to the above address or otherwise) - I can send you postcards, bumper stickers or a yard sign - just let me know what you would like - (examples appended to this email)

**We all need you - Thank you for your support!**

Gordon