

**REBECCA
BONIFACIO**
for congress

THINK DIFFERENT

Dec 12, 2019

REBECCA BONIFACIO

For Virginia's 6th Congressional District

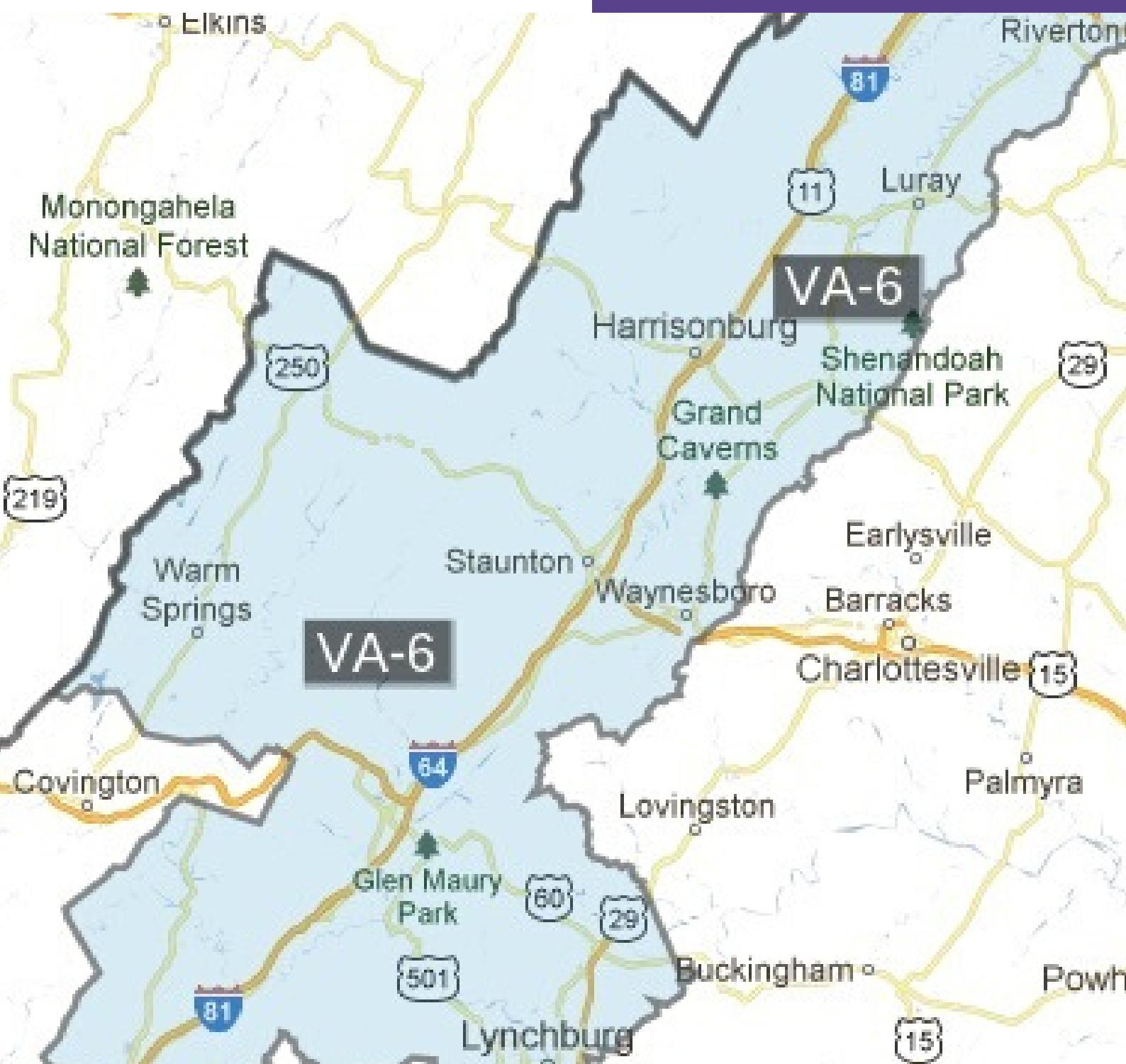


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Vision

We all aspire to be the change. Politically active citizens are constantly finding faults within our current system, demanding better representation and policies, and finding themselves back at square one when these vision, values, and ideas aren't accomplished through an elected official. This is an issue that I personally have run into throughout my time as an educated constituent and one that I will stand for no more. Therefore, I have decided to run for the House of Representative representing Virginia's 6th Congressional District to be the change, for others who aspire to see legitimate representation in their elected officials.

I believe in the democracy our country was founded on and I believe I can help return us to these principles. I can envision an America that welcomes friendly debate and differing world views, but that works together to find compromise between them. A country that believes in separation of powers, that puts trust in their elected officials and moves forward with progressive views, while still upholding the core values of this great nation.

If elected to be the 6th Congressional District of Virginia's congresswoman, I will work tirelessly to uphold these values. I will bring new ideas to our schools, to our economy, to our healthcare system, and everything else in between. I will uphold the American dream and the qualities of a self-fulfilling prophecy as I work to support local businesses and entrepreneurs. I envision a Virginia built to support its constituents.

If elected, I will create a Virginia that thinks differently. A Virginia that values the environment and works to enact policy change that will help our environment and lower our overall carbon footprint. My constituents will understand the value of education and the importance of our public school systems in introducing the future leaders of America to their potential and interests. We will work tirelessly to combat the big pharmaceutical industries to make sure that everyday working class individuals have access to the life saving medications they need to survive. Our immigrants and refugees will feel safe, if I'm elected. I will work to defund ICE, re-locate determent camps and provide our immigrant population with a community they can feel safe in. I will work to lower the economic inequality in our district, along with the unemployment rate, and support our citizens to the best of my ability.

Virginia has promise. As the constituents within our state change, our representation should as well. No longer do strong conservatives represent Virginia values. Instead, Virginia should be defined by progressive movers and shakers, those ready to take on anything the current administration may throw at them and protect the vision, values, and ideas of their constituents at all costs. That is why I am running for office and these are the ideals that I intend to support if chosen as the 6th Congressional District's 2020 representative.

We have the power to change this great state for the better. However, it is up to us to define what will make this state the best it can possibly be. It is time to think different. It is time for change.

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Values

1. Inclusivity

As a political candidate, it is extremely important to me that I push the idea of inclusivity. The backbone of our country was created by a strong need to promote diversity and simultaneously an idea of inclusion. No matter how difficult or inconvenient it may be, our country needs to continue to encourage open discussion and acceptance of all, no matter where they come from.

2. Justice

Justice is of the utmost importance in all aspects of life, but especially within politics. In order for our democracy to stay well functioning, we must uphold the values of the court and provide free and fair trials to all. This is something that has been brought into question a lot recently within the United States and I will work tirelessly to make sure my constituents feel as though their government protects them and upholds justice in all cases.

3. Adaptability

As an elected official, I must be ready for everything. I think that adaptability is an important quality for all to have, but a value I will encourage throughout my campaign. As an elected official, you represent the common good, however, there is always a chance that their best interests are not necessarily where your values are. Or more likely, when voting on policy, one may have to compromise these values to get something of change and substance enacted, even if it wasn't 100% what you wanted. Therefore, adaptability is something I will strive to have throughout my entire campaign and if elected, my time in office.

4. Courage

Running for political office takes courage, especially when running in a state and for an electoral seat that has never elected someone from your party before. You have to be willing to take the negative publicity, and potentially go negative in return. You must be ready for dirt to be dug up on you from past instances you've forgotten apart and to be belittled in the media and with hurtful words with constituents. It also takes courage to stand up for what you believe in and put your career on the line to support those things. However, it's worth it for the betterment of this district, state, and nation.

5. Growth

It is important to recognize when you have outgrown something. This district has outgrown its current policies, which is one of the reasons I find it most important to run for office. I strive to recognize growth as a person, state, and nation and make sure that these entities are reaching their fullest potential.

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Values

6. Ambition

I encourage all to enact on the things they hope to see in the world. I value the ambition of younger and older minds alike, as it is never too late to reach your full potential. I recognize that running a campaign, especially as a young, first time nominee, you must have strong ambition and be ready to fulfill the promises you make to your constituents. Running for office must be something you want very badly, like I do, if you are willing to go through the lengths of a political campaign.

7. Respect

It can be easy to get caught up in the politics of a campaign. However, it is important to remember that all moving parts of both your campaign and your opponents deserve respect. No matter the difference in political views, visions, values, and ideals, we all deserve to be treated with respect and dignity. This is a value I intend to uphold throughout my campaign, as I hopefully will not have to stoop to negative advertisements and messages as a means for promotional advertisement.

8. Authenticity/Transparency

As a political candidate, it is important that you are as honest and authentic as possible. Not only can lies come back to hurt you, but it is contradictory to dedicate months of your life to a message you don't even support. I am running for office because I believe there needs to be immediate change, and I am not afraid of sharing my viewpoints and opinions, even if I lose potential votes because of it. Transparency is one of the core values that I live my life by and it is something I intend to continue throughout my campaign.

9. Responsibility

As a potential elected official, I must understand and take responsibility for my actions. All potential policies I support will have my name attached to them and be ways in which people view me, therefore I must take them seriously and understand that my choices have responsibility attached to them. Furthermore, I must be responsible in terms of my campaign and stay on top of my employees and organization of my campaign as well. I must make sure to fulfill all commitments and promises I make, as this is a direct indication to voters as to how I will perform in office.

10. Realism

At the end of the day, one must recognize what is legitimately possible. While there are thousands of policies I would love to enact if elected to office, I must also understand that they are not all probable given our current administration, technological advances and finances. Therefore, it is important to keep a combination mindset of a realist and an idealist to achieve the best possible campaign.

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Ideas

1. Education

- Support Art programs
- Create large after school programs
- Support children from different backgrounds
- Make classrooms an inclusive environment
- Keep our school systems above average

2. Immigration

- Abolish ICE
- Stronger border security
- Make the district a safe space
- Create support groups for immigrants
- Continue to welcome Refugees
- Relocate determent camps

3. Healthcare

- Lower price of life-saving medications
- Regulate the big pharmaceutical industry
- Create free healthcare programs
- Provide healthcare education

4. Environment

- Lower carbon emissions
- Create a plastic bag tax
- Encourage reusable containers
- Recycling pick up throughout the district
- Promote clean air policies

5. Economy

- Promote economic equality
- Support lower income constituents
- Affordable housing for all
- Create a living wage
- \$10 minimum wage raise

6. Social Issues

- Promote economic equality
- Support lower income constituents
- Affordable housing for all
- Create a living wage
- \$10 minimum wage raise

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Campaign Strategy

The 6th congressional district of Virginia appeals to all different types of individuals. The district is made up of larger cities like Harrisonburg, Staunton, Roanoke, and Lynchburg, but a majority of citizens reside within the rural areas of the district. We have natives who have grown up on this soil and raised their family in the same place. These people tend to work in agriculture or the poultry industry, one of the main sources of economic income in this region. Judging from past polling data and what we know about this, these constituents tend to vote for what Virginia used to stand for: a more conservative, small government enacting, individual. These people have been the majority of residents for the last couple decades, and have a large say over the vote. It will be difficult to win many individuals who fall into this category, however, I believe our campaign could appeal to enough within this mindset.

On the other hand, the district has a great deal of up and coming progressive neighborhoods. Cities like Harrisonburg and Roanoke are becoming more liberal, as families with more progressive mindsets choose to move into them. In addition, larger Virginia cities have become a safe-haven for immigrant and refugee families, those of whom more democratic viewpoints typically appeal to most. These are the people working to make the district a more accepting and liberal place, one in which a candidate like myself not only has a chance of winning, but can genuinely make constituent's dreams a reality.

There are over a dozen college campuses in the area, including, but not limited to, James Madison University, Bridgewater College, and Roanoke College. Like most college students, the majority of those enrolled in university within the area tend to vote within democratic party lines. Judging from my own experience as a previous James Madison University student and someone who has interacted with students across the district, many will change their residency to vote within the district they are attending college in. For many, they believe they can make a bigger change voting within the 6th congressional district than their more progressive home districts, either within the state of Virginia or out of state.

Furthermore, the state of Virginia is more liberal than ever. In the most recent 2019 election, the democratic party won control of Virginia's General Assembly, returning the party to full power for the first time since 1993. Although the 6th Congressional District seat was not up for election during this specific time, it is clear that the mindsets of Virginians is going through a change. Constituents are no longer happy with their elected officials, most of which are within the Republican party, and they are looking to use their voice and voting rights to make that change. Some journalists and other political officials have even gone as far as to say that the state has now officially switched from a swing state to a blue state. Regardless of whether or not this claim is true, it is clear that constituents across the state are fed up with their republican elected officials and are searching to place their trust in other elected officials. I believe that this urge for change and a new way of seeing things can give strong backing to myself, especially running as a competent democratic candidate.

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Campaign Strategy

Regardless of where the current state is at politically, it is important to keep in mind previous voting patterns when looking at a campaign strategy. From 2000-2016, Bob Goodlatte, a representative of the republican party, claimed the 6th congressional district's House of Representative seat. For a number of those years, Goodlatte ran unopposed or against independent candidates, until an official Democratic challenger, Sam Rousol, ran against him in 2008. Regardless, Goodlatte continued to win by a large margin of error, claiming between 70-97% of the votes during all of his terms in office. In 2018, the election was the closest it had ever been, when Ben Cline, republican, took 59.6% of the votes against his challenger, Jennifer Lewis of the democratic party. Coming up on nearly twenty years of republican elected officials, it may seem like a hard feat to accomplish, but I believe that there are certain strategies I can take to ensure winning at least 51% of the vote.

First and foremost, I plan to use social media as my largest marketing tool. If previous research and history has taught me anything, it's that younger constituents will typically vote democratic. The easiest way to get marketing and messaging out to these young voters is through social media, specifically Facebook, Instagram, and Twitter. There will be a strict structure to the marketing technique used throughout the campaign, but the most important thing is that I will remain transparent on social media. I intend to begin by promoting my "Rebecca Bonifacio for Congress" page as an advertisement, simply with my logo and a photo of myself on all social media platforms. I will promote these types of advertisements throughout the district, and will not specifically target one demographic, but instead all constituents of voting age. This will be a very useful tool for getting my name and platform out there, and will hopefully lead to constituents clicking on the advertisement to learn more about the campaign.

In addition to running advertisements like the one above, I will have specific advertisements for each of my big five issues: Education, Environment, Immigration, Healthcare, and Economic Inequality. I will use legal data collectors, like google, to help navigate who best to show these advertisements to. For example, a constituent who spends a lot of time looking at different national parks, orders primarily from environmentally friendly websites, and consistently shares articles to her Facebook feed about climate change, would be a targeted demographic for my environmental campaign advertisement. This advertisement would still be hyperlinked to my overall page, be that Instagram, Twitter, or Facebook, but using advertisements like this example would be the best way to relate to specific individuals. While people have multiple issues that are important to them, they will be more likely to vote for a candidate that sees eye to eye with them on the issues that are most important to them.

Beyond marketing and advertising on social media, I will use my own social media feeds to best represent my policy and campaigns. While I intend to make my social media accounts specifically for my campaign, I intend to use my personal feeds much more often. This shows transparency on my part and will also make it easier for constituents to see me as an actual person, instead of another politician.

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Campaign Strategy

I'll make sure to post behind the scenes campaign work, what a typical day on the campaign trail may look like, as well as personal life updates as well. In addition, I will use social media as a means for interacting with constituents; responding to comments, having Q&A sessions and even participating in Facebook and Instagram live events.

While social media marketing is extremely important, a campaign cannot solely be won off of this. Therefore I will utilize other techniques to help reach constituents. One of the main ways I will do this is through direct interpersonal interaction with citizens. I am well aware that time is one of the most important aspects of a campaign and therefore has to be used appropriately, however, I believe that putting on different activities for my constituents to attend and learn more about my policies through is extremely important in winning an election. I will look to put on events mainly in up and coming progressive areas that have not taken the majority yet, for example, smaller cities and rural areas on the outskirts of larger cities. Some examples of these cities would be Bridgewater, Lynchburg, and smaller areas within Rockingham County. I intend to go to large places of community and put on events, such as community colleges, high schools, libraries, and potentially places of worship. I will put on events in such places to help raise awareness about my issues and campaign policies, but more importantly to take questions from constituents and to form bonds with potential supporters. Arguably the most important piece of winning a political seat is formulating legitimate relationships with those who you will ultimately represent. If I am capable of finding time in my busy campaign schedule to meet and discuss with constituents, which I am more than willing to do, than there is absolutely no reason that this should not be at the top of my priorities.

Although it is extremely important to focus on the 51% of voters that I have the best shot of winning, it is also vital to relay my messaging and policy to those that are on the cusp. More conservative mindsets may be unlikely to vote for a democrat, however, if my specific policies appeal to them, they may vote against party lines. After all, the constituent will ultimately do what is best for them personally and their financial gains. Therefore, I will make sure to do marketing in specific areas of the district that appeal to those more conservative voters. These more conservative voters tend to be less technologically friendly and more into the way politics used to be, therefore, the majority of my advertisements would not be via social media.

Instead, I would focus mainly on using volunteers to distribute my messages via door-to-door canvassing. This is something I would focus on throughout the district, but would be my main marketing strategy within the more conservative and republican centric areas of the district. I would make two different flyers, one that appeals to the more right leaning voters and one that would appeal to more left-leaning constituents. While all information would be both factual and a part of my campaign, I would use my viewpoints to target different audiences. For example, one of my main five issues is economic inequality.

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Campaign Strategy

For more conservative areas, I would define my solution to economic inequality as creating cheaper and more sustainable housing for working class families. This is an issue many hard working individuals can relate to, as more affluent individuals pushing lower-income families out of their housing with housing growth is a strong concern throughout America. On the other hand, within more progressive areas, I would highlight my strong push to raise Virginia's minimum wage. As of right now, Virginia's minimum wage is \$7.25, which is the lowest in the country and is by no means livable. While more sustainable housing and raising our minimum wage are both strong concerns and policy changes I would enact if elected, I would choose my messages differently depending on my target audience.

These are only a few of the ideas I have for marketing techniques and how to ultimately win 51% of the vote. Campaigns are constantly moving and changing, therefore, it will be important to keep up with polls and make sure that my advertisements and funds are working as best as they potentially can be. In addition to these ideas, I will release a few television advertisements, release ads on youtube, and use flyers, door knockers, and posters as a means to get information out as well. There are a great deal of moving parts that will go into this campaign, below is a comprehensive list of all the ways I intend to market my campaign, which of course has the potential for growth in the future.

Marketing Strategies

- Social Media
- Television Advertisements
- Youtube
- Door Knockers
- Flyers
- Posters
- Lawn Signs
- Infographics
- Interpersonal Communication
- Social Media advertisements
- Rallies
- Town Halls
- Guest on local news shows
- Mailed out Information
- Email Newsletter
- Endorsements

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Cline on Bonifacio

Bonifacio is an optimist. While her ideas may be good in theory, it's not what our district needs. Our people need policies that are possible in our political climate and that will benefit working class individuals. We need to live in the here and now, instead of focusing all of our time and energy on the future.

Bonifacio on Bonifacio

We don't need another career politician searching for ways to best help their party and the elite. Instead, we need someone who understands the importance of the working class, someone who is willing to secure our future through environmental policy and the education of our children. Virginia needs someone who is willing to tackle big pharmaceutical companies and fight for a livable minimum wage, ultimately look for ways to best help the average working class. Virginia needs a politician who is willing to diagnose the flaws within the current system and enact change that makes it better for those living within it.

Cline on Cline

Ben has never shied away from standing up to his own party leadership when he felt they pushed unprincipled policies. He's forged a path in the General Assembly as a leading conservative fighter holding those in power accountable and fighting to clean up bureaucratic waste and the political cronyism that grips our system. Ben successfully pushed the first significant tax relief since the car tax passage, while also sponsoring legislation that would ban sanctuary cities.

[-https://bencline.com/about/](https://bencline.com/about/)

Bonifacio on Cline

Ben Cline is entitled to his own views and I am entitled to mine. However, Cline's policies are not benefitting the current constituents of the 6th congressional district. While Cline may care about current Virginians, he is incapable of looking out for the future inhabitants of this state and country. My campaign is strongly backed by my urgency to promote environmental policy and work to maintain the education of children in our districts, two policies that Cline does not stress.

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Example Budget

EXPENSES	Month 1	Month 2	Month 3	Month 4	Month 5	TOTAL
Office						
Office rent/utilities	1,266	1,266	1,266	1,266	1,266	6,333
Phones/Credit	500	350	400	700	1,200	3,150
Supplies (paper, pens, etc)	100	100	150	200	300	850
Computer/printer rental	120	120	120	120	120	600
Internet Access	50	50	50	50	50	250
Coffee/Tea	20	20	30	45	100	215
Printing/Photocopying						
Flyers/Leaflets	150	100	200	300	500	1,250
Paraphenelia	50	50	100	200	350	750
Photocopies	50	50	50	100	175	425
Door Knockers	50	100	200	250	250	850
Fundraising						
Events	2,000	150	800	300	1,500	4,750
Meetings	100	200	200		600	1,100
Voter Contact						
Voter List	500					500
Canvassing (Door to Door)		200	250	500	1,500	2,500
Business Cards		75	75	215	150	515
Yard Signs		500	500	750	1,500	3,250
Banner				500		500
Get out the Vote Operation					2,000	2,000
Media & Communication						
Radio Ads				500	500	1,000
Newspaper Ads				500	500	1,000
Website	1,000				600	1,600
Televison Ads				1,000	1,000	2,000
Social Media Ads	500	1,200	2,000	1,200	3,200	8,100
Youtube Ads			400		900	1,300
Press Events	300		700	900	600	2,500
Total Expenses						47,288

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September Schedule

SEPTEMBER 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

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October Schedule

OCTOBER 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 Door to Door Canvassing	6 Go on local Roanoke news show	7 Speak at James Madison University's college democrats event	8 Walk in VA Ratify ERA rally and speak after event	9	10
11	12 Door to Door Canvassing	13	14 Go on local Harrisonburg news show	15	16 Rally in Page County Press Conference following rally	17
18	19 Door to Door Canvassing	20	21 Speak at Bridgewater College	22 Environmental Rally at Shenandoah National Park	23	24
25	26 Door to Door Canvassing	27	28 Host GOTV Press Event	29 Q&A in Downtown Harrisonburg	30 Televised debate with Ben Cline	31

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2020 NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Press Event Hold party for staff Door to Door canvassing	3 ELECTION DAY!	4	5	6	7
		8	9	10	11	12
					13	14
					19	20
						21
						27
						28
						29
						30

Filing Process

COMMONWEALTH OF VIRGINIA
DECLARATION OF CANDIDACY

I, Rebecca FIRST NAME	Dan MIDDLE OR MAIDEN NAME	Bonifacio LAST NAME
341 Pheasant Run Circle RESIDENT ADDRESS		
of the city/county/town of Harrisonburg , hereby declare myself to be a candidate for the office of House of Representatives in the 6th		
District in the election to be held on Tuesday, November 3 <small>ENTER CONGRESSIONAL, STATE SENATE OR HOUSE, OR LOCAL DISTRICT, IF APPLICABLE; OTHERWISE LEAVE BLANK</small> , 20 20 <small>[CHECK ONE SQUARE BELOW]</small>		

- General Special
 Democratic Primary Republican Primary

If I am a candidate in a primary and am defeated in the primary, my name is not to be printed on the ballots to be used in the succeeding general election for the same office.

Given under my hand this **4** day of **December**, 20 **19**.

SIGNATURE OF CANDIDATE		(AREA CODE) HOME TELEPHONE
PRINTED NAME OF CANDIDATE		(AREA CODE) BUSINESS TELEPHONE
MAILING ADDRESS		
CITY/TOWN/STATE/ZIP+4		

THIS DECLARATION MUST BE ACKNOWLEDGED BEFORE A NOTARY OR OTHER OFFICER AUTHORIZED TO TAKE ACKNOWLEDGEMENTS OR
WITNESSED BEFORE TWO PERSONS REGISTERED AND QUALIFIED TO VOTE IN THE ELECTION DISTRICT IN WHICH THE CANDIDATE OFFERS FOR OFFICE.

To be completed by witnesses **OR** notary

In order to even be considered for a political party's primary, a candidate must fill out the form above. This form must be filed before I will be capable of purchasing a registered voter's list, one of the most vital aspects of a political campaign, therefore this must be done as early as possible. This statement must be filed with the Virginia State Board of Elections. In addition, I must file a written statement of economic interests as I am running for a statewide office that represents a population larger than 3,500. Both the declaration of candidacy and my economic interest form must be filed before the primary date deadline. Since I am seeking to run in a primary election as well as a general election, I must pay a primary filing fee, which is 2% of the minimum annual salary for the position. This comes in at \$3,480.

In addition, I am required to get 1,000 signatures to be considered for the primary election. I intend to get these signatures through support of friends, family, professors, employers, and politically active constituents within the area. I'll take to door-to-door canvassing as well as using social media marketing to get my message out to help me get the signatures, however, I don't think it will be too difficult to achieve this quota.

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Policy Plan

The most important aspect of a political campaign is having specific issue and policy changes you want to see enacted if elected. Not only does a potential candidate need to have a clear and concise way of formulating these messages, but they also need to have a plan that constituents can understand. While it would be nice to have a plan and focus on all issues facing the district, it is more important to focus on the ones that are most important to the candidate (myself) as well as my potential constituents.

Education

It is so important to invest in the education of our successors, therefore, I will strive to make sure that the public education within our district is the best it can possibly be. Many public schools within the district have undergone intense budget cuts, hurting programs that help promote diversification among the student body. Programs like the music and arts need to be pushed and improved upon so that our public school systems can appeal to all types of students. Furthermore, we need to work on better integration for immigrant and refugee students in the area. This is an area that some parts of the district already strive within, however, it can always be improved on. If elected, I will prioritize students that may have a harder time adapting to the school day or have other struggles, like a language barrier. Our public school system is at the top of many constituent's priority lists, and if elected, I will fulfill these concerns. I will make sure that our school board is best representative of the citizens within our district and that town halls and other interest meetings are held frequently in which concerned constituents can voice where they believe the school system needs to improve on most. If we do not take the time to invest in the future of our children today, than the future leaders of our country will not have the necessary tools to thrive.

Immigration

The 6th Congressional District of Virginia is a safe-haven for many immigrants and refugees. In fact, Harrisonburg, one city within the district, is second only to Northern Virginia for the largest immigrant and refugee population in the state. Therefore, it is imperative, that my campaign works to help these individuals as best as possible. First and foremost, I will make sure that there are programs set up within the area to help these individuals succeed. For example, easier integration for those that are public school age that way they are able to receive the same education and experience as their peers. Furthermore, I will work to provide programs for immigrant parents and older adults within the community. Some of these could be events put on within the community at libraries or places of worship, for these individuals to meet others facing the same struggles as them. From a larger point of view, I will work to ensure that immigration stays a vital part of Virginia and the district. This nation was founded by immigrants and was promised to be a land for those from all different backgrounds to have equal opportunity and the chance to thrive with freedom. I will work tirelessly to make sure these values are upheld and that higher administration does not hurt the integrity of those willing to give up entire lives to move to America. I will ensure that families are kept together, our economy continues to thrive, and that the safety of immigrants and american born citizens alike is always maintained.

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Policy Plan

Environment

If we don't make drastic policy changes to our current treatment of the environment, there will be no Earth left for us to live on. Therefore, I am demanding that the state of Virginia, in addition to the entire United States makes changes that help combat climate change and work to reverse the effects of the current damage we have created. I vow to push all policy and legislation forward that believes in these vision, values, and ideas, as well as promote policy changes within our district that will help combat these concerns. First and foremost, I will start recycling back up within the district. Most cities and towns do not recycle, as the town cannot find it within the budget. However, we cannot afford to turn a blind eye to the environment anymore, and I will ensure that we are capable of moving spending around or getting an increase in government funding to ensure proper recycling for all citizens. Furthermore, I plan to propose environmental initiatives within the district that will hold constituents as well as private corporations responsible. For example, I will work to pass a bag tax in which plastic bags at grocery stores and other shopping areas must charge a small fee to those who wish to use a bag. This is an initiative that has been practiced in other areas of the United States and has worked wonders, as people are more likely to bring their own reusable bags or skip one altogether. Through initiatives like these and other like minded policy changes, I believe I will bring the environment to the forefront of concerns for constituents.

Economic Inequality

This district is filled with hard working individuals and families, therefore it is of the utmost importance that their needs are being met. Economic inequality is a large issue facing our nation and there are specific areas in which this district could improve on. First, Virginia needs a representative willing to push a higher minimum wage. Currently, Virginia is one of just a few states left with a \$7.50 minimum wage, the lowest in the country. This is absolutely not livable, giving the increased prices of housing, food, and security within the area. I will ensure that our wage is raised to at least \$9 an hour, one in which one can provide for themselves and eventually create a livable wage for a family as well. Furthermore, I will work to make housing security a priority in specific areas within the district. For example, some areas with larger colleges or a higher job market are losing their affordable housing to college students or up and coming employees coming into the area. If elected, I will work to make sure that housing of all types and prices is available for the different types of constituents that make up my district and ensure that families are not forced out of their home because of young professionals.

Healthcare

Affordable health care is one of the largest issues facing our nation currently. For working class families, the expense of big pharmaceutical companies holds a large weight over them and their ability to provide for their children and themselves. Therefore, I will make it my mission to find a healthcare policy that works for all constituents and vote for policies that back this ideal. It is absolutely ridiculous that citizens have to pay close to \$500 for a medication that they can't live without. America needs to look for new ways to provide modern medicine to her citizens and I am committed to fighting for this.

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Rebecca Bonifacio for Congress 2020

Fundraising Plan

Friends and Family	Donation Projection
Melissa Bonifacio	\$ 1,000.00
Mark Bonifacio	\$ 1,000.00
Abigail Bonifacio	\$ 300.00
Constance Bonifacio	\$ 2,000.00
Audrey Bickwid	\$ 2,700.00
Craig Deutsch	\$ 1,500.00
Cynthia Sansone	\$ 500.00
Caroline Abramowitz	\$ 200.00
Jordan Bradley	\$ 350.00
Paris Woods	\$ 200.00
James Pulley	\$ 75.00
Ella Howe	\$ 500.00
Samantha Graham	\$ 100.00
Emily Golub	\$ 100.00
Sara Amin	\$ 100.00
Jack Billotti	\$ 100.00
Melissa Strauss	\$ 45.00
Kirsten Murphy	\$ 50.00
Nicolette Hansen	\$ 75.00
Kiana Gomez	\$ 300.00
Julia Scheuring	\$ 150.00
Harry Hudome	\$ 100.00
Friends and Family Total	\$ 11,445.00
Previous Employers & Academia	Donation Projection
Johnna DiPalma	\$ 200.00
Jeffery Train	\$ 300.00
Brook Zelcer	\$ 100.00

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Fundraising Plan

Stacie Collins	\$	100.00
Dan Schill	\$	100.00
Ryan Alessi	\$	100.00
Emily Miller	\$	1,000.00
Jeffery Lai	\$	100.00
Steven Olsen	\$	100.00
Lauren Kippelman	\$	50.00
Bruce Sabatini	\$	75.00
Previous Employers & Academia Total	\$	2,225.00
Local Businesses	Donation Projection	
Chain restaurnts in area		\$20,000.00
Locally owned businesses in area		\$25,000.00
Other businesses	\$	3,500.00
Political Action Committees Total	\$	48,500.00
District Money	Projected Donation	
Registered Democrats in District	\$	12,000.00
Democratic Businesses in District	\$	20,000.00
District Money Total	\$	32,000.00
Total Projected Fundraising	\$	82,725.00
Total Campaign Cost	\$	47,288.00

NOTE: the above are projections. All information stated above was either provided by the individual or based off of donations from previous campaigns.

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Organizational Chart

Position	Person	Responsible For
Campaign Manager	Paris Woods	controls all campaign
Fundraising Director	Ashley Hellersteadt	constituency and legal
Campaign Accountant	Mark Bonifacio	money inflow & outflow
Press Secretary	Jordan Bradley	press & public relations
Communications Coordinator	Caroline Abramowitz	media, speech writing
Media Strategist	Sara Amin	Social Media
Political Consultant	Jon Furson	campaign message
Chief Information Officer	Jay Pulley	website and databases
Grassroots Coordinator	Jessie Beddow	voter reg., GOTV
Campaign Researcher	Emily Golub	back up statements
Field Organizer	Ella Howe	train volunteers

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Rebecca Bonifacio for Congress 2020

Research Plan

Researching the district

Obviously, it is extremely important to understand the district I am running in. Therefore, I will conduct my own research, as well as take from previous research done about my district. Looking at previous voting patterns, the demographics of individuals within the district and the biggest issues facing the district will best help me set up my campaign. Since viewpoints and policy changes overtime, I will conduct my own research as well. I will dedicate some campaign funds to focus groups where I will ask key political questions and also test my campaign message and policies towards real individuals. I will also put out advertising polls on social media as a means for people to answer 1-5 key questions that will best help me understand what the district needs.

Policy Research

While there are certain policies that hold importance to me, it is imperative that I do my own research to figure out what policies are most important to the district. Some large issues facing the 6th congressional district are as follows:

- 1. Healthcare 6. Civic Engagement
- 2. Immigration 7. Women's Issues
- 3. Education 8. Tax Reform
- 4. Agriculture 9. Environment
- 5. Employment 10. Anti-Discrimination

After looking at these issues as an overall whole, mixed with the largest issues for me, I was able to decide on my top 5 issues (economic inequality, environment, healthcare, immigration, and education), as well as develop stances on these other issues as well. I chose those 5 as my most important issues as they were the ones that I believed I could make the most change in and the ones that were most detrimental to the community in this current time period, however, all are important.

Specific Issues

- | | | |
|-------------------------------|--|--------------------------------|
| 1. Pro Choice | 7. Lower carbon emissions | 13. Higher taxes for wealthy |
| 2. Pro Gun Control Regulation | 8. Affordable college education | 14. Equal rights for all |
| 3. \$10 minimum wage | 9. Promoting strong civil engagement | 15. Defund ICE |
| 4. Arts in education | 10. Affordable housing | 16. Maintain border security |
| 5. Universal healthcare | 11. Fund Planned Parenthood | 17. Good foreign relations |
| 6. Ban plastic use | 12. Criminal Justice Reform | 18. Equal Opportunity |
| 19. Maintain Social Security | 26. Ensuring energy security | 32. Mental health awareness |
| 20. Maintain Welfare | 27. Support local businesses | 33. Fund D.A.R.E programs |
| 21. Decriminalize Marijuana | 18. Support women's rights | 34. Attack Dark Money |
| 23. Work to end Opioid abuse | 19. Support immigrants | 35. Reduce incarceration rates |
| 24. Recycling | 30. Cut language barriers in public ed | 36. Prevent human trafficking |
| 25. Core American values | 31. Regulate social media | 37. Support farmers |

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Influentials

Journalists/Reporters:

Nina Baratti - WHSV evening anchor
 Autumn Childress - WHSV reporter
 Bill O'Reilly - WSVA talk show host
 Mark Levin - WSVA talk show host
 Cynthia Beasley - WSET journalist
 Ryan Alessi - Harrisonburg Citizen publisher
 Kimberly McBroom - WDBJ 7 Anchor
 Kyle Midura - WDBJ 7 Multimedia Journalist
 Tyler Smith - WDBJ 7 Editor

Political Influencers:

Ralph Northam - Virginia Governor
 Jennifer Wexton - 10th District Representative (D)
 Rob Wittmann - 1st District Representative (R)
 Abigail Spanberger - 7th District Representative (D)
 Denver Riggleman - 5th District Representative (R)
 Donald McEachin - 4th District Representative (D)
 Ben Cline - 6th District Representative - Opponent
 Elaine Luria - 2nd District Representative (D)
 Gerry Connolly - 11th District Representative (D)
 Don Beyer - 8th District Representative (D)
 Bobby Scott - 3rd District Representative (D)
 Morgan Griffith - 9th District Representative (R)

College Opinion Leaders:

The Brackety-Ack - Roanoke College
 WRKE - Roanoke College
 On Concept's Edge - Roanoke College
 College Democrats - Roanoke College
 College Republicans - Roanoke College
 Student Firearms Association - Roanoke College
 African Student Association - Bridgewater College
 Bridgewater College Republicans
 Bridgewater College Democrats
 Bridgewater Students for Liberty
 College Republicans - James Madison University
 The Breeze - James Madison University

Action Club - Bridgewater College
 Mass Communications Club - Bridgewater College
 Student Senate - Bridgewater College
 Asian Student Union - James Madison University
 Black Student Alliance - James Madison University
 Brothers of a New Direction - James Madison University
 College Democrats - James Madison University
 Her Campus JMU - James Madison University
 James Madison University Student Defenders
 JMU Students for Bernie - James Madison University
 JMU Muslim Student Association - James Madison University
 Nextgen JMU - James Madison University

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Paid Media Plan

Facebook/Instagram

A large part of my advertising will be done on Facebook, as mentioned earlier in the campaign plan. There are a great deal of reasons to do this, but essentially Facebook advertisements allow my campaign to pick demographics and target specific policy advertisements towards them for a relatively cheap price. Furthermore, a large amount of my support will come from younger voters, as they tend to be the most progressive, and younger generations spend much more time on social media than watching TV, listening to the radio, or reading a newspaper. Advertising on Facebook would consist of a wide array of different marketing tools to best target different demographics. My team and I would work to make different advertisements for each type of individual from the extreme environmentally conscious liberal advocate to the middle right stay at home mother who could potentially be swayed with good public education policies. According to Facebook advertising, "advertisers can run ads about social issues, elections or politics" provided that the advertisement is about a political candidate, about a social issue relevant to the district, about a specific election and complies with other advertising policies. Below is a mock-up of what a specific advertisement might look like and what pricing and funding would look like as well.

Edit Audience

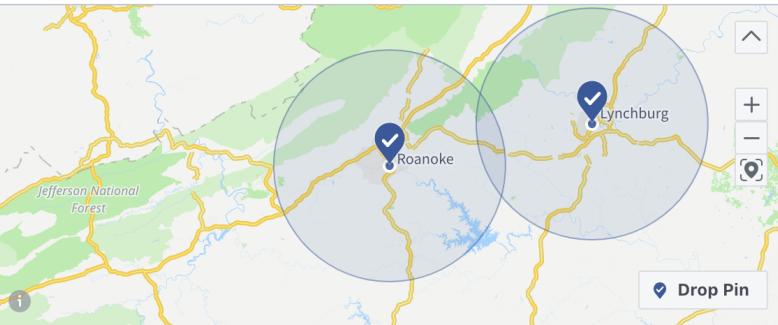
- All
- Men
- Women

Age ⓘ

- 18 ▾
-
- 30 ▾

Locations ⓘ

- United States
 - Lynchburg, Virginia + 25mi
 - Roanoke, Virginia + 25mi
 - VA-42, Harrisonburg, Virginia, United States + 10mi

Add locations


Promote Your Page

DURATION AND BUDGET

- Run this ad continuously
Your ads will run continuously for a daily budget. This option is recommended. [Learn more](#)
- Choose when this ad will end

Duration ⓘ

- Days
- End date

Daily Budget ⓘ

- \$5.00 USD

Actual amount spent daily may vary. ⓘ
Estimated 29 - 84 likes per day ⓘ

You will spend a total of **\$370.00**. This ad will run for 74 days, ending on Feb 18, 2020.

PAYMENT

I plan to run Facebook advertisements for 2-3 month periods before switching them. I will most likely run specific advertisements during the primary campaign, more geared towards getting my name and basic policy plans out. However, as the election gets closer, I will put out different advertisements for specific policy issues, encouraging people to vote, and even quick polls to see where constituents are on specific issues.

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Rebecca Bonifacio for Congress 2020

Paid Media Plan

Television

Since I am trying to get my message out to different types of individuals, it is imperative that I make Television advertisements. However, since this will not be my main use of paid media, I will use this tactic sparingly. I intend to run the same 30 second advertisements in different districts, highlighting who I am and my main policies to best reflect the wants and needs of the district. Although negative advertisements are popular, I don't intend on creating these for Television, unless the election gets dirty and essentially requires it. Furthermore, the advertisement I make for television will also be put on YouTube and shared throughout my social media platforms, to get the message out as best as possible. Television advertisements typically cost \$5 per 1000 projected views, and I intend to have advertisements broadcasted four times daily for the last 60 days before the election. I will broadcast these on major news network channels, such as, but not limited to, WHSV - Harrisonburg, WVPT, WSLS-TV, WDBJ, WSET-TV, WBRA-TV, WWCW, WZBJ, WFXR, and WPXR-TV. I will advertise during the commercial breaks on these large district networks, specifically during their morning shows (7-8 am), prime time shows (4-6 pm) and late night shows (9-11 pm). By advertising during these times and on these channels, I will be sure to reach people who can vote in my district and furthermore, care about politics, as they are watching local news shows. In addition, the wide array of times will ensure that I reach all different types of people, from the businessman who watches news as he gets ready for work, the stay at home mom who has the TV on while cooking dinner, and the young millennial who finds time to have the news on on her way to sleep.

Snapchat

Snapchat is another great way to get my message out, as it's something many young voters use frequently. When polling younger voters, I found that most don't frequent Facebook or TV, but instead use applications like Snapchat. This application has story like features where users can see "stories" their friends put on the application, as well as stories from different media outlets. In between these stories, advertisements are shown that an user can't skip or can skip after 5 seconds. Therefore, Snapchat would be a great place to advertise specific policies. I would use demographics, similar to other social media advertisements, but I would focus more on encouraging those to get out and vote, instead of pushing my policies. Snapchat only requires a political ad have a "paid for" sticker at the top of the snapchat, therefore users know that the advertisement may be biased towards a specific campaign or policy. The average cost for a snapchat advertisement is \$3,000, therefore, I would only intend on running it for one month as that is all the budget allows. I would start it 35 days before the election and have it run through a month's time, as I believe this is the most crucial time for advertising, especially as constituents make their ultimate voting choice.

Streaming Services

If there was room in the budget, I would definitely look into some local streaming advertisements. Some services I could use these on, include, but are not limited to, Hulu, YouTube, & Amazon Prime. These are services that show advertisements to their viewers, dependent on their subscription, and allow for those advertisements to be localized.

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Rebecca Bonifacio for Congress 2020

Earned Media Plan

Local Media

One of the best ways to get the word out that I'm running is by going on local talk shows to discuss policy changes, why I'm running, or genuinely anything in between. A lot of news outlets will let political commentators have potential officials on shows and it's a great way to help people gain awareness of my policies and that I'm running. Although being a guest on a talk show is technically free, reaching out to news outlets and journalists costs a lot of time, and time is arguably the most important resource on a campaign. Therefore, in the beginning of my campaign, I would create an email template for my campaign team and I to send out to journalists. In this email, I would outline what I'm running for, some of my policies, and how I would love to come on their show. Below is an example of what this email might look like.

Guest Show Appearance



whsvtv@gmail.com

Guest Show Appearance

Good Morning _____,

My name is Rebecca Bonifacio and I am currently a democratic candidate for congress for the 6th congressional district of Virginia. I am reaching out to you to express interest in coming to one of your shows in the upcoming months.

As a potential congressional candidate, I believe it is of the utmost importance for constituents to be aware of the policies of their potential officials. I would love to come on to share these visions, values, and ideas, as well as participate in light debate and conversation.

If you are able to find room in your schedule for my appearance, please let me know! I thank you for taking the time to read my email, feel free to reach out to at this email with any questions or concerns.

Best regards,

Rebecca Bonifacio



Earned Media Plan

Social Media

Since social media will be one of my largest areas to get my message out, I will use these platforms as a means to get my messages out with earned media. Obviously, one doesn't have to pay to have a social media account and promote their visions, values, and ideas on it, but there are specific tactics one can take to increase engagement and in turn, the overall turnout of earned media. Eventually, my hope is that my Social media platforms will have a large enough following base that anything I post has the potential to gain public traction. However, it will take hard work and dedication to get to this point, therefore, I have a few plans of action as to how I will gain a social media following. First, I will make sure all of my accounts clearly lay out my visions, values and ideas. It is of the utmost importance that anyone who follows me immediately understands who I am and what I stand for. After the clear creation of my accounts, I will make sure to follow all influential figures in my area. This includes the list of influential figures in the area, from above, but beyond that, business owners, administrators and larger governing officials within the same party lines are also important. Through the request to follow, hopefully some will follow me back and help build and maintain a relationship that will help me in the future. In addition, I will make sure that my posts use hashtags and tag individuals or businesses in the local area that will help me show up on the explore page of these platforms and in turn, reach individuals that don't necessarily follow me. Furthermore, I will use social media to communicate, using it as a means to hear public opinion and respond to as many comments as possible on my feed. As my campaign gains traction, I will use social media as a way to publicize events that I go to and people I spend time with, helping to build relationships with potential voters who may have positive connotations associated with those people or places. Social media is by far one of the best places to look for earned media, as eventually, your posts have the potential to be shared by a large number of individuals, all within a different niche of life and reaching thousands. If my posts are reflective of the needs and opinions of my constituents, I will gain media coverage just by putting out content, which would ultimately be the best possible situation.

Endorsements

Endorsements are a fundamental aspect of campaigning. If endorsed by individuals that the public trusts and believes to be reputable, one's message will be more widely accepted and known by the public. Therefore, it is imperative that I find individuals in the district who can reach large and different audiences in support of my message. Some examples of these would be well respected business owners, previous representatives or current representatives in other districts, and even large powerhouse administrators for different college institutions.

Public Events

Another great way to get my message out is to attend and potentially speak at different public events. There are a great deal of events that happen within the district, therefore, it should be relatively easy to attend these and network at them. For example, in Harrisonburg this past year, a multitude of marches were put on by citizens and college students, some of the larger ones in response to the Climate Strike and Ratifying Virginia's ERA law. Attendance to these sorts of events would be crucial to a successful campaign, as they represent core issues of my campaign, as well as core concerns of some constituents. By attending these events, I will be able to facilitate discussions and formulate one-on-one relationships with others in attendance. Furthermore, if applicable, I could talk at these events about how I would enact these policy changes if elected and give those in attendance more information about my policies. These are just a few examples of events I would attend to help get my message out.

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Rebecca Bonifacio for Congress 2020

District Profile

People

Total Population: 754, 859

Harrisonburg: 49,973
 Staunton: 24,528
 Lynchburg: 76,504
 Roanoke: 96,714
 Buena Vista: 6,636
 Lexington: 6,995
 Waynesboro: 21,311
 Amherst County: 31,594
 Augusta County: 75,144
 Bath County: 4,297
 Botetourt County: 33,192
 Highland County: 2,212
 Page County: 23,731
 Rockbridge County: 22,659
 Rockingham County: 80,227
 Shenandoah County: 43,225
 Warren County: 39,564

Age Demographics

Under 5 years: 39,672
 5-9 years: 43,890
 10-14 years: 43,735
 15-19 years: 57,634
 20-24 years: 59,481
 25-34 years: 91,350
 35-44 years: 82,632
 45-54 years: 94,045
 55-59 years: 50,216
 60-64 years: 51,624
 65-74 years: 79,739
 75-84 years: 43,903
 85+ years: 17,516

Median Age: 39.9 years

18+: 603,009

65+: 141,158

Gender

Male: 366,278
 Female: 389,159

Race

White: 624,793
 African American: 86,070
 American Indian: 1,610
 Asian: 12,942
 Native Hawaiian: 101
 Other: 6,810
 Two or more: 23,111

Hispanic/Latino: 44,633

Mexican: 16,840
 Puerto Rican: 8,114
 Cuban: 2,857
 Other: 16,822

Socio-Economic Status

Total Households: 290,904

Less than \$10,000: 19,727
 \$10,000-\$14,999: 15,078
 \$25,000-\$34,999: 32,174
 \$35,000-\$49,999: 42,449
 \$50,000-\$74,999: 52,114
 \$75,000-\$99,999: 37,259
 \$100,000-\$149,999: 39,224
 \$150,000-\$199,999: 13,316
 \$200,000 or more: 10,677

Median household income: \$52,925

Mean household income: \$71,781

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Rebecca Bonifacio for Congress 2020

District Profile

People

Place of Birth

Native: 713,502
 Born in United States: 703,990
 Born in Virginia: 481,115
 Born in different state: 222,875
 Born in U.S. territory: 9,512
 Foreign Born: 41,935

School Enrollment

3 years+ enrolled: 187,866
 Kindergarten: 8,742
 Elementary School: 70,277
 High School: 33,309
 College/Grad School: 65,769

Educational Attainment

Population 25 years+: 511,025
 Less than 9th grade: 20,518
 9th-12th (no diploma): 40,153
 High school graduate: 173,577
 Some college: 92,172
 Associate's degree: 41,409
 Bachelor's degree: 88,029
 Graduate degree: 55,167
% High school graduate+: 88.1%
% bachelor's degree+: 28.08%

Housing

Occupied housing units: 290,904
 Owner-occupied: 190,016
 Renter-occupied: 100,888
 Avg. renter household size: 2.39
 Avg. owner household size: 2.52
 Homeowner vacancy: 1.7%
 Renter vacancy: 5.4%

Employment

Total Employees: 309,804
 Agriculture: 194
 Mining: 461
 Utilities: 1,086
 Construction: 16,497
 Manufacturing: 42,507
 Wholesale trade: 10,132
 Retail trade: 42,722
 Transportation: 15,412
 Information: 4,657
 Finance: 13,393
 Real estate: 3,666
 Professional services: 12,173
 Company management: 9,543
 Waste management: 13,696
 Educational Services: 19,920
 Health care: 49,606
 Arts & Entertainment: 3,523
 Food services: 36,804
 Other services: 13,075

Worker Class

Private wage/salary: 276,132
 Government workers: 56,037
 Self-employed: 19,377

Armed forces

Veteran status: 51,078

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District Profile

Schools

Amherst County:

Amelon Elementary
Amherst Elementary
Amherst Middle
Monelison Middle
Amherst County High

Augusta County:

Cassell Elementary
North River Elementary
Beverley Manor Middle
Wilson Middle
Fort Defiance High
Buffalo Gap High

Bath County:

Millboro Elementary
Valley Elementary
Bath County High

Boutetort County:

Buchanan Elementary
Eagle Rock Elementary
Central Academy Middle
Read Mountain Middle
James River High
Lord Boutetort High

Highland County:

Highland Elementary
Highland High

Page County:

Luray Elementary
Springfield Elementary
Luray Middle
Page County Middle
Luray High
Page County High

Lynchburg:

Heritage Elementary
Linkhorne Middle
Heritage High

Rockbridge County:

Mountain View Elementary
Central Elementary
Maury River Middle
Rockbridge County High

Rockingham County:

Cub Run Elementary
Elkton Elementary
Elkton Middle
Montevideo Middle
Broadway High
East Rockingham High

Shenandoah County:

North Fork Elementary
Sandy Hook Elementary
Peter Muhlenberg Middle
Signal Knob Middle
Central High
Stonewall Jackson High

Warren County:

E. Wilson Morrison Elementary
Skyline Middle/High
Warren County Middle/High

Harrisonburg:

Spotswood Elementary
Stone Spring Elementary
Skyline Middle
Harrisonburg High

Roanoke:

Garden City Elementary
James Madison Middle
Patrick Henry High

Staunton:

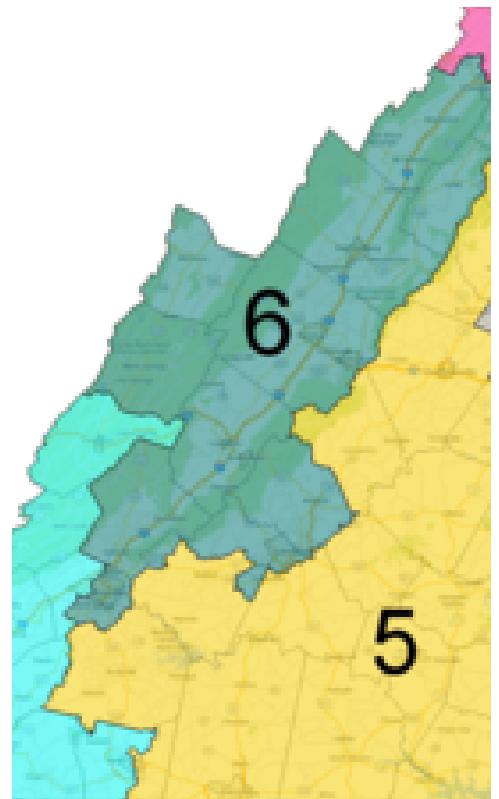
Bessie Weller Elementary
Shelburne Middle
Staunton High

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District Profile

Geography



Cultural Landmarks

- Virginia Quilt Museum - Harrisonburg
- The Heritage Museum - Harrisonburg
- Frontier Cultural Museum - Waynesboro
- Barboursville Ruins - Gordonsville
- Luray Caverns - Stony Man
- Turner Ashby Monument - Harrisonburg
- James Madison University - Harrisonburg
- Bridgewater College - Bridgewater
- Roanoke College - Roanoke
- Lynchburg College - Lynchburg
- Eastern Mennonite University - Harrisonburg
- Blue Ridge Community College - Weyers Cave
- Hollins University - Roanoke
- Jefferson College of Health Sciences - Roanoke
- Virginia Western Community College - Roanoke
- Ferum College - Ferum
- Virginia University of Lynchburg - Lynchburg
- Liberty University - Lynchburg

Distribution

Urban: 64.34%
Rural: 35.66%

Government Rec. Areas

- Shenandoah National Park
- George Washington National Forest
- Blue Ridge Mountains
- East Rockingham Recreation
- Camp Roosevelt Recreation Area
- Lake Robertson Recreation Park
- Goshen Pass Natural Reserve
- St. Mary's Wilderness swimming hole
- Walnut Hills Campground
- Augusta Springs Wetlands Park
- Dry Branch Gap

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Rebecca Bonifacio for Congress 2020

Opposition Research



Name: Ben Cline

Born: February 29, 1972

Age: 47 years old

From: Rockbridge, VA

Political Party: Republican

Education: Bates College

Law Degree: Uni. of Richmond

First elected: 2018

Background

Ben Cline was born in Stillwater, Oklahoma, on February 29, 1972 to Phillip and Julie Cline. He was raised in Rockbridge, VA and graduated from Lexington High School in 1990. He then went on to further his education at Bates College in 1994 and earned his J.D. from University of Richmond Law School in 2007. Before attending law school, Cline was president of NDS Corporation, a Virginia-based company providing sales and marketing assistance to rural Internet businesses. After graduating from law school, Cline went on to serve as an assistant Commonwealth's attorney for Rockingham County and the city of Harrisonburg until 2013.

Cline started his political career in 2002, in an election to the Virginia House of Delegates, where he replaced incumbent Delegate Vance Wilkinson. He won with 57% of the votes and represented the 24th district of Virginia, made up by Bath and Rockbridge counties. In November 2017, Cline announced that he would run for Congress in Virginia's 6th congressional district in 2018 for the seat being vacated by Republican Bob Goodlatte. Cline had served on Goodlatte's campaign since 1994, and eventually served as his Chief of Staff. In May 2018, Cline won the Republican party nominee. Cline went on to win the election with more than 60% of the votes.

Think Different

Rebecca Bonifacio for Congress 2020

Opposition Research

Policies & Bills

According to Ben Cline's website, the main issues that he focuses on are as follows: economy, education, energy, health and veterans. As a republican representative, Cline's views on these issues and other policies are more right-centric. However, Cline is a more moderate Republican and is able to appeal to moderate Democrats in addition to those within the Republican party. Below are a list of bills Cline has either introduced or supported during his year in office, along with a short description of them.

1. **HR 1407: ALS Disability Insurance Access Act of 2019** - A bill to amend title II of the Social Security Act to eliminate the five-month waiting period for disability insurance benefits for individuals with amyotrophic lateral sclerosis (ALS). This bill has been in committee since February 27, 2019.
2. **HR 24: The Federal Reserve Transparency Act of 2019** - This bill establishes requirements regarding audits of certain financial agencies performed by The Government Accountability Office (GAO). This bill direct that the GAO must complete, within 12 months, an audit of the Federal Reserve Board and Federal Reserve banks. In addition, this bill allows the GAO to audit the Federal Reserve Board and Federal Reserve banks with respect to international financial transactions, deliberations, decisions, or actions on monetary policy matters, transactions made under the direction of the Federal Open Market Committee and discussions or communications among Federal Reserve officers, board members, and employees regarding any of these.
3. **HRes 246: Opposing efforts to delegitimize the State of Israel and the Global Boycott, Divestment, and Sanctions Movement Targeting Israel** - This resolution urges both sides to return to direct negotiations and expresses support for a solution resulting in the state of Israel existing alongside a democratic Palestinian state. This bill has been in committee since July 17, 2019.
4. **HR 1854: Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2019** - A bill to amend the Federal Food, Drug, and Cosmetic Act to clarify the Food and Drug Administrations jurisdiction over certain tobacco products, and to protect jobs and small business involved in the sale, manufacturing, and distribution of traditional and premium cigars. This bill has been in committee since March 25, 2019.
5. **HR 1869: Restoring Investment in Improvements Act** - A bill to amend the Internal Revenue Code of 1986 to restore incentives for investment in qualified improvement property. This bill has been in committee since March 26, 2019.
6. **HR 1928: No Sanctuary for Criminals Act of 2019** - A bill to amend Illegal Immigration Reform and Immigrant Responsibility Act of 1996 to impose penalties for State noncompliance with enforcement of immigration, law, and for other purposes. This bill has been in committee since May 3, 2019 and is strongly supported by Cline, as he is only one of 5 who has sponsored the bill.
7. **HR 1959: Preserving Patient Access to Compounded Medications Act of 2019** - A bill to amend the Federal Food, Drug, and Cosmetic Act with respect to compounding pharmacies, and for other purposes. This bill has been in committee since March 28, 2019.
8. **HR 2014: Conscience Protection Act of 2019** - A bill to amend the Public Health Service Act to prohibit governmental discrimination against providers of health services that are not involved in abortion. This bill has been in committee since April 1, 2019.
9. **HR 2062: Overdose Prevention and Patient Safety Act** - A bill to amend the Public Health Service Act to protect the confidentiality of substance use disorder patient records. This bill has been in committee since April 3, 2019

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Rebecca Bonifacio for Congress 2020

Opposition Research

Contributers

Top Contributers

1. House Freedom Fund - \$13,650
2. CSM Inc - \$9,200
3. McKee Foods - \$7,800
4. Eye of the Tiger PAC - \$5,000
5. National Auto Dealers Assn - \$5,000

Top Industries

1. Retired - \$30,900
2. Leadership PACs - \$21,650
3. Food Processing & Sales - \$13,350
4. Automotive - \$11,800
5. Lobbyists - \$9,750

Source of Funds

1. Large Individual Contributions - \$159,600 (52.92%)
2. PAC Contributions - \$121,600 (40.32%)
3. Small Individual Contributions - \$20,347 (6.75%)
4. Candidate Self Financing - \$0 (0%)

Top Donors

1. Cline for Delegate - \$70,850
2. VA Bankers Assn - \$24,050
3. VA Trial Lawyers Assn - \$19,500
4. Virginia H Butler - \$19,250
5. Republican Party of VA - \$17,532
6. VA Auto Dealers Assn - \$16,123
7. Verizon - \$16,000
8. Dominion Energy - \$15,000
9. VA Dental Assn - \$14,500
10. Medical Society of VA - \$14,000

Weaknesses

Ben Cline may have strong support among Republicans, however, he does not fully and accurately represent the district. Cline has happily taken Political Action Committee funds for his campaign and although a current incumbent, he is a freshman congressman. His lack of experience and the small margin that he won by in 2018 will help to solidify a campaign against him.

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Rebecca Bonifacio for Congress 2020

Get Out The Vote

Week Before

1. Team Assembly and Organization

One of the most important pieces of The Get Out The Vote plan is ensuring that the campaign is as organized as possible and that all resources are being used to the best of their ability. I will assign each of my campaign staffers different jobs. Here is an example below:

Caroline Abramowitz, Communications Coordinator: responsible for creating newsletters and pamphlets to send out to all registered voters in the area, encouraging them to vote.

Sara Amin, Social Media Strategist: creating graphic for the social media encouraging voter turnout

Jessie Beddow, Grassroots Coordinator: spearhead plan by helping to train volunteers, make schedule for election day and overall encourage voter turnout

Ella Howe, Field Organizer: attend voter turnout events and get the word out about volunteering during election day to constituents and advocates

2. Email Blasts and Direct Mail

Constituents in the district, whether registered within the Democratic party or not, will begin to receive emails encouraging voting. The emails will be directed to recap my overall campaign messages and essentially urging them to come out and vote. The majority of these messages will be sent to voters who have expressed interest in my campaign and signed up for my newsletter previously, but not all.

3. Targeted Canvassing

This will be mainly through one-on-one communication via volunteers of the campaign. Most specifically, we will do phone banks and door to door canvassing to help encourage those who we may not have the vote of. These can be people who don't normally come out to vote, more moderate Democrats and Republicans, as well as first time voters. Specific pamphlets will be made for each type of demographic and voter to help spread a message that will persuade them to use their voice and vote.

4. Data Review

In the weeks before the election, it is imperative that we look back over our data to ensure that it is not only correct, but also that nothing has changed. New issues can become important to the district, an endorsement for a candidate can sway voters and anything in recent news also has the ability to change previous data. Therefore, we will double-check that our data and polling projections are as accurate as possible and change anything necessary to ensure that we are reaching the right people and putting the odds in our favor.

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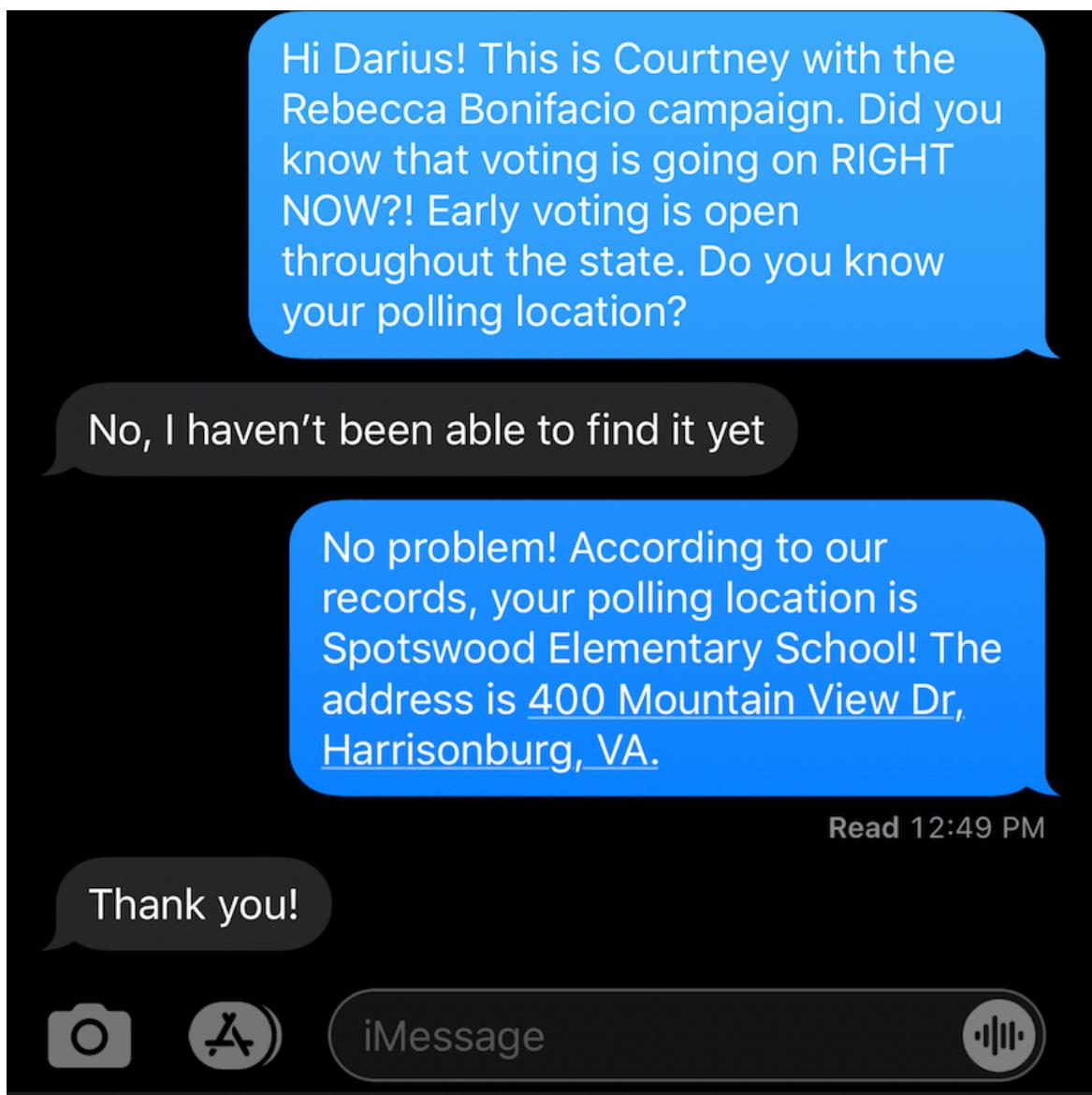
Rebecca Bonifacio for Congress 2020

Get Out The Vote

Election Day

1. Newsletters & Text Messages

In recent years, subscribing to different forms of alerts has worked wonders for campaigns. Therefore, I intend to use my newsletters as a means to encourage voting, as well as sending text messages to those in the district who have subscribed to them. These text messages would be automated, however, if an individual responded to them a volunteer would be able to provide them with the right information. These message campaigns would be spearheaded by my Communications Coordinator and volunteers would respond to specific questions using a template of answers provided to them. See below for an example.



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Rebecca Bonifacio for Congress 2020

Get Out The Vote

Election Day

2. Provision of Transport

It is essential that my campaign provides some means of transportation for voters throughout the district. While I, of course, will not be able to provide transport to all constituents, not all would utilize those resources anyway. Therefore, I intend to focus on rural areas where they might have to drive upwards of 10 miles to get their voting location, as well as lower-income inner cities in which their polling location is not in walking distance. I intend to rent 7-9 buses and have volunteers work as the operators. Below is a price breakdown:

School bus Rental Cost:	\$120/hour (8am-6pm)	
Possible Locations:		
Waynesboro	\$	1,200.00
Bath County	\$	1,200.00
Rockingham County	\$	1,200.00
Boutetort County	\$	1,200.00
Page County	\$	1,200.00
Harrisonburg	\$	1,200.00
Staunton	\$	1,200.00
Total:	\$	8,400.00

3. Working the Polls

It is also imperative to have those employed by the campaign helping to run the actual polls. Since this is a relatively large district, we absolutely won't be able to have campaign employees at all locations, however, we should be able to place volunteers throughout the district. This is a great resource to help things run as smoothly as possible on election day and help to clear up any confusion constituents may have when it comes time to cast their vote. Although potentially a boring aspect of campaigning, this is of the utmost importance.

4. Be prepared for anything

Elections are scary and exciting for all those involved and there's obviously a lot riding on the outcome. Regardless, I must make sure to have a plan of action available for either way the election can go, and also one available in the case of a tie or a very close and stressful election. I must remember to consistently thank my employees and volunteers for all of their hard work and ensure them that no matter the outcome, we did our best and voiced a change. While it may be difficult, especially when I am dealing with my own struggles and anxieties surrounding the campaign, this is still a very important aspect of the get out the vote strategy and should not be overlooked.

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GOTV Timeline

5-2 Weeks Before Timeline

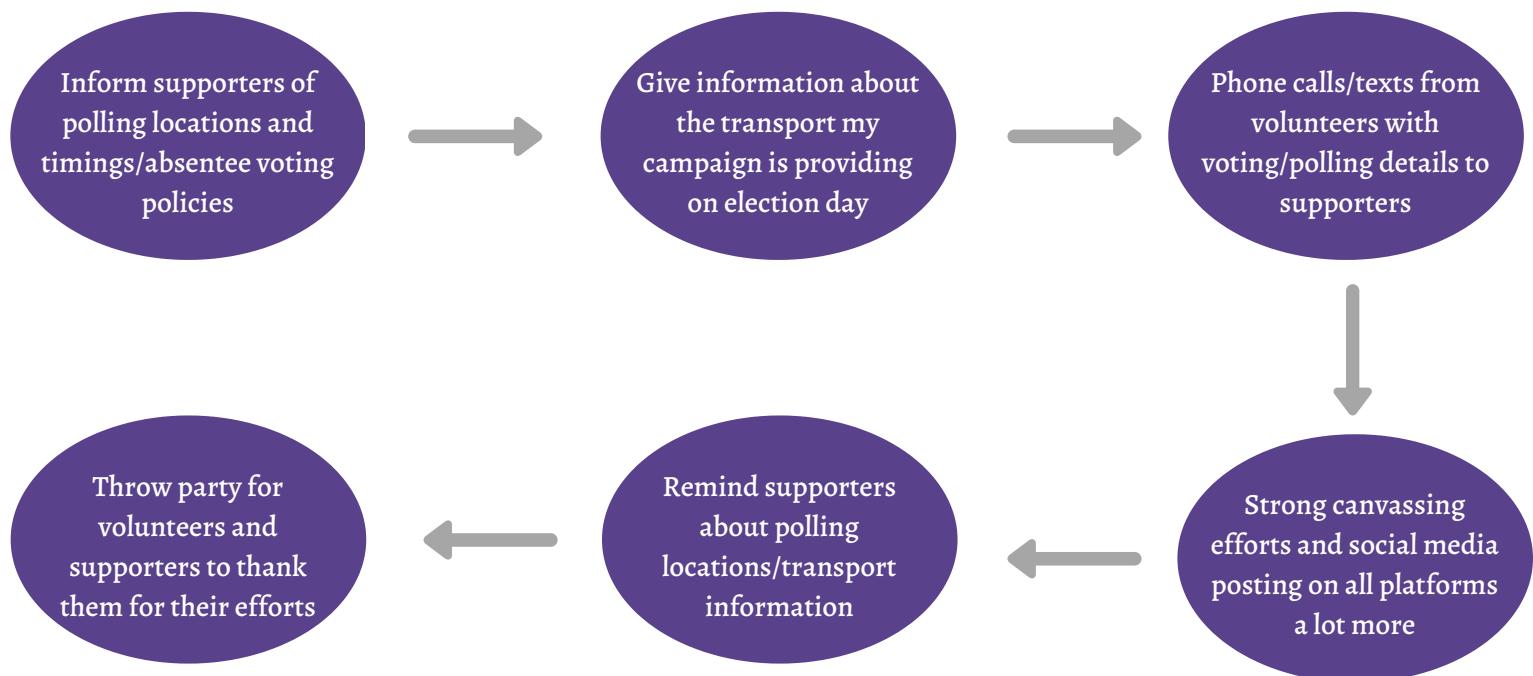


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GOTV Timeline

One week before + election day



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Announcement News Release

Rebecca Bonifacio

Candidate for Virginia's 6th Congressional District 2020 Congress race

FOR IMMEDIATE RELEASE

December 30, 2019

Rebecca Bonifacio Announces Candidacy for House of Representatives

Harrisonburg, VA - Local activist and previous campaign advisor, Rebecca Bonifacio, will formally announce her candidacy for Congress for Virginia's 6th Congressional District on Tuesday, December 31st 2019 at 3 PM. She will announce in Court Square of Downtown Harrisonburg, after attending a VA Ratify ERA rally.

Rebecca has formed the basis of her campaign around providing accurate and different representation to the constituents of District 6. She is running to restore the integrity of Virginia elections and to recognize and support those who's voices are silenced.

As a younger constituent, this is Rebecca's first time running for political office. She graduated from James Madison University in 2017 and went on to work on Cory Booker's campaign back in her home state of New Jersey. Shortly after returning back, Rebecca missed the Shenandoah Valley and returned to Harrisonburg, VA, where she took a job working as a designer for a local advertising firm. Rebecca did not lose her political voice however, and continued to volunteer on campaigns and for causes she strongly supported in the area. Most recently, Rebecca has worked to help motivate Virginia voters for Bernie Sanders' presidential campaign.

District 6 is changing and constituents need a new approach to elected officials. Rebecca humbly asks the constituents within the district the opportunity to serve them with bold and new leadership. She intends to implement new strategies to best help all constituents in the district be heard and to move our nation's representation into the direction citizens want to see.

harrisonburg's court square is located next to the Rockingham County's Circuit Court and Clerk's Office in downtown Harrisonburg. The public is cordially invited to help kick off this exciting and new campaign with us. Please direct all questions to Paris Woods at (804) 567-9817.

END

201-744-3480

bonifacio2020.com

Think Different

Rebecca Bonifacio for Congress 2020

Logo & Slogan



Think Different

Rebecca Bonifacio for Congress 2020

Fundraising Letter

From the Desk of:

Rebecca D. Bonifacio

Virginia's 6th Congressional District Congress Candidate

Bonifacio2020.com



Name _____

Address _____

Date _____

Dear _____,

I am writing to you today to ask you to contribute to my campaign for **United States Congress for Virginia's 6th Congressional District**. As a first time congressional nominee, I intend to bring a fresh perspective to constituents and make sure that our state and district moves in the right direction,

As a previous volunteer and employee on a multitude of political campaigns, I understand the importance of our elected officials representing constituents as best as possible. However, our current representation has chosen to not focus on the most important issues facing the district. I want nothing more than to change that.

My policies look to work for the betterment of Virginia and the United States, but most specifically, those within the district. I intend to push ideals that will work to better the future of this nation, as well as helping current constituents. Some of my main policies include, but are not limited to, healthcare, education, environment, economic inequality and immigration.

I intend to work tirelessly to find a free healthcare system that benefits citizens, create an education system in our district that pushes our younger generation to be the best they can be and ensure that our environment is being taken care of, by **requiring recycling throughout the district** and working to reduce carbon emissions across the country. I believe in raising the **minimum wage to \$10**, something that is genuinely livable in our country, unlike our current \$7.50. Furthermore, I will work to **protect the rights of immigrants and refugees** as I take on unethical government sectors like ICE and promote safer border security for all involved.

Please consider contributing whatever you can to my campaign so that I can work to best deliver this message and represent you. **You don't have to contribute thousands of dollars to make a difference.** If enough people band together, we can work to make our district the best it possibly can be.

Thank you for your support. Together we can encourage our country to **think different**.

Sincerely,

Rebecca Bonifacio

Think Different

Rebecca Bonifacio for Congress 2020

Issue Positions

1. Economy

A strong economy is at the core of a well functioning government. Therefore, if elected, I intend to improve in areas of our economy that are most necessary, while upholding the same values that have worked in the past. Currently, our unemployment rate is 7.3% which is much higher than the nation's overall 3.7%. Therefore, I plan on working to create a more stable job market in the 6th congressional district and one that will work to sustain multifaceted individuals.

Furthermore, our economy cannot thrive if those living within it are not making a livable wage. If elected, I intend to strongly petition raising Virginia's minimum wage from \$7.25 an hour to \$10. Virginia currently takes first place for the lowest minimum wage in the country, making it difficult for constituents to support themselves and their families. Often times, people have to work overtime or pick up second and third jobs just to pay their bills. We are a land that thrives off of economic integrity and therefore it is vital that we are supporting our citizens as best as possible. Furthermore, I will work tirelessly to make sure that the housing market throughout the area does not get overrun but upper middle class working professionals. It is imperative that constituents that were born and raised here are able to continue living here if they so choose and won't be pushed out by a more profitable housing market. All in all, there are a great deal of areas within our economy that I will work to improve on if elected.

2. Education

Education is of the utmost importance within our district. Currently we have great public school systems in comparison to the rest of the country and I intend to keep it this way, while improving in areas that could use some work. First and foremost, I will work to make sure that all students are pushed to their fullest potential and are being treated with individualistic natures. This includes providing mind-stimulating after school programs for students who may need some extra facilitation outside of the classroom or have parents that work longer hours. These programs will focus on all different types of learning curves, such as science and math, arts and language, and more physically active centric. With these programs, I hope that the future leaders of our country will be pushed to find interests in a large facet of things and become more engaged within the classroom. Furthermore, I intend to work on inclusivity within a classroom setting. A great deal of constituents within the district are immigrants or refugees. Children of these constituents may face more problems in the classroom, from issues communicating with fellow classmates and teachers to a difficulty understanding subjects or adjusting to life in a new country in general. Therefore, I will make sure that these students are provided with essential ELS resources to help them get accustomed as possible. Most importantly, I will ensure that all teachers are enforcing a strong inclusivity mindset in their classrooms and encouraging students of all backgrounds and ethnicities to feel welcomed and safe with their school community. If we don't work to ensure that our children have the best possible education provided to them now, how can we expect them to shape the future of our country in twenty years? A strong public education system is vital to ensuring the best experiences possible for our future leaders and children within the district.

Think Different

Rebecca Bonifacio for Congress 2020

Issue Positions

3. Environment

Mother Nature and our planet as we know it is so important for policy. We have treated the Earth poorly in the past and are now paying for our mistakes, however, we must act fast to work against potential irreversible damage. Therefore, I plan to push strong environmental campaigns and policies for the betterment of our country. One of the main policies I will change is requiring that recycling pickup exists throughout the district. While it has the potential to be tedious and some may believe the money would be better used elsewhere, recycling is an easy thing all citizens can do to help combat their carbon footprint and the state's in general. Currently, most areas in the district don't have recycling pickup and while some have recycling facilitates nearby, it can be difficult for citizens to remember to bring it or find time in their busy schedule. Furthermore, I intend to work tirelessly to create a plastic bag tax within the state. This tax would encourage constituents to bring their own reusable bags or go without them when going to the grocery store or any other store that uses plastic bags. By doing so, plastic bags will still be available, but one must purchase them if they want to do this. By creating a monetary tax, people will have real encouragement to go without the plastic bag, and this tax can help create revenue for the company and government alike. Furthermore, I strive to support and sponsor every bill in regard to reducing our carbon emissions, saving our forests and prized possession lands and anything else our country may need. If America is to continue thriving, we must ensure that the soil in which this great country was founded upon is capable of sustaining us.

4. Immigration

As previously mentioned, the 6th Congressional District of Virginia is home to many immigrant and refugee families. To be represent the needs and concerns of this district, it is absolutely imperative that policies to best protect those within this category are enacted. Therefore, I strive to create a strong immigration and refugee support community within the area, where those going through similar issues or concerns can have someone to lean on who understands. From a larger perspective, I intend to work to abolish ICE, a government funded program that rips families apart and is inhumane. In addition, I will work to relocate determent camps in and around the district, as that policy is something that I and many of my constituents don't support. In addition to this, I will work to maintain border security with both Mexico and Canada, to ensure the safety of our citizens, as well as those from others.

5. Healthcare

The current healthcare system in our country does not support the average American. Therefore, if elected, I will work hard to fix our broken healthcare system. I will strive to take down big pharmaceutical companies and those who make large profits off of our citizens. Furthermore, I will work hard to create a free healthcare system that supports constituents that need it. It is imperative that all citizens have fair access to healthcare.

Think Different

Rebecca Bonifacio for Congress 2020

Talking Points

1. Economy

- \$10 Minimum Wage
- Equal opportunity housing
- Lower unemployment rate
- Support local businesses
- Create a profitable market in the district

2. Education

- Support the arts
- After school programs
- Support ELS students
- Create inclusive environment
- Uphold the current education standards

3. Environment

- Strong recycling efforts
- Reduce carbon emissions
- Plastic bag tax
- Protect our natural wonders
- Make America environmentally friendly

4. Immigration

- Abolish ICE
- Support immigrant and refugee community
- Create safe spaces
- Relocate determent camps
- Promote border security

5. Healthcare

- Take down big pharmaceutical industry
- Make medications affordable
- Medicare for all
- Ensure proper healthcare education
- Promote healthcare policies

6. Women's Issues

- Fund Planned Parenthood
- Pro-choice policies
- Equal opportunity
- Proper women's health education
- Educate on domestic violence

Think Different

Rebecca Bonifacio for Congress 2020

Q&A Most Asked

1. Are you pro-life or pro-choice?

I believe that each woman should have the right to choose what happens to her body and what decision is best for her in that given environment. Pro-choice is not anti pro-life, but instead believes that it is up to each women's discretion and own personal situation to decide what is best for her and her potential family. When it is scientifically proven that an embryo is not a viable life until it reaches a certain point, I absolutely believe that women should have the right to choose and 100% support the pro-life movement.

2. Should there be more restrictions on the current process of purchasing a gun?

Absolutely, our current gun policies are very clearly not working. America currently leads all first world nations for the most mass shootings and gun violence by a long shot. While firearms may be protected by our second amendment rights, the constitution was not written to support the type of situation we are in with gun violence. I believe that there should be a restriction on what type of firearms are owned, but more importantly, thorough background checks required, in addition to only government regulated stores being allowed to sell them. While it may be a bit inconvenient for those of us that are within our bounds and rights with firearms, this issue will continue to get out of hand if we don't work to fix it now by providing more structure to the system.

3. Should the government regulate the prices of life-saving drugs?

At this point, life saving drugs have gone completely off the charts. Some of these drugs, like insulin for example, have gone up over 110% in price in the past thirty years. With our living wage staying the same, it is difficult to understand why these drugs have increased so much in price, if not for a substantial financial profit. I strongly believe that the government should work to regulate the prices of these drugs. This is not to take away the free market, but instead to ensure that all who need these life saving drugs are financially equipped to attain them.

4. Should there be a temporary ban on all immigration to the United States?

This country was founded upon the principle of immigration. Our founding fathers were direct descendants of Englishmen seeking freedom from religious persecution. Our country would be founded on lies if we took away this right. While our current immigration policies may not be the best possible ones for our nation, they are still better than a complete and total ban on immigration.

Q&A Most Asked

5. Should the government give tax credits and subsidies to the wind power industry?

Wind power is one of the most promising environmentally friendly industries left for this country. While it may be a bit expensive and difficult to start up, continuing to move at the rate in which we are will cause grave consequences in the long run, even if they're easier alternatives currently. Therefore, I support tax credits and subsidies to the wind power industry, in addition to other industries working to make an active difference in helping our environment.

6. Are you in favor of decriminalizing drug use?

Yes and no. "Drug" is a vague umbrella term, therefore, it is difficult to answer this question without specification. I am in strong support of decriminalization of nonviolent drugs, such as marijuana, however, more dangerous drugs like methamphetamine, heroine, and prescription drugs when not prescribed should stay a criminal offense. Drugs like marijuana, that are capable of having positive effects when used should not have an incarceration charge attached to them.

7. Should we create a plastic product ban?

We should take substantial efforts to lower our use of plastic, and if a plastic product ban will help with that, so be it. While I do believe that there are other policies we can enact before a complete ban, like using paper straws instead of plastic and creating a bag tax so that plastic bags are not given out for free, I do think our country should move into a plastic free mindset. I hope that one day, plastic will be obsolete within our country and replaced with biodegradable and reusable products instead.

Introductory Ad

Potential Script

- I believe in being the change
- Our district doesn't need another career politician - need someone who is willing to re-examine the current situation and problem solve ways to fix it
- I have seen firsthand the concerns of this district and have problem solved ways that I can fix it
- From my education at James Madison University to the years I've spent here after - living, breathing, working - just like all of us, I recognize the problems we have
- My name is Rebecca Bonifacio and I am running to be your 6th congressional district representative
- I value individuality and curiosity -- the mover and changer in all of us
- I intend to work for a better Virginia - one that recycles and works to reduce carbon emissions
- A Virginia that believes in the value of education, that works for criminal justice reform and a higher minimum wage across the state
- A Virginia that values a new mindset
- Vote for Rebecca Bonifacio on November 3 to see these policies re-enacted
- Vote for a Virginia that can Think Different
- Paid for by Rebecca Bonifacio 2020

Potential Video Footage

- Shenandoah Valley footage
- Driving along a rural area
- James Madison University
- Reusable energy
- Classroom with students learning
- Immigrants
- Rebecca on the campaign trail
- Rebecca speaking at public events
- Behind the scenes campaign footage
- American core value footage

Think Different

Rebecca Bonifacio for Congress 2020

Negative Ad

Potential Script

- I believe in being the change
- Ben Cline believes in keeping our political standards the same as they have been.
- Cline's voting patterns do not value the constituents of our district.
- Cline has promised to work with Trump to support ICE and build a border wall, despite the large immigrant and refugee population within our district
- Cline is a career politician who has made empty promises to his constituents
- Ben Cline has sold himself out to the Republican party, willing to do whatever it takes to maintain fundraising, even if it hurts his constituents
- Look for a different type of Virginia
- Challenge yourself to Think Differently
- Paid for by Rebecca Bonifacio for Congress 2020

Potential Video Footage

- Shenandoah Valley footage
- Driving along a rural area
- Areas in which the district is hurting
- Ominous photos of Ben Cline
- Inner city
- Cline speeches
- Negative article screenshots written about him
- Lots of photos in black and white

Think Different

Rebecca Bonifacio for Congress 2020

Issue-Based Ad

Potential Script

- Virginia needs representation that actually represents them
- Our current representative, Ben Cline, supports immigration bans, pro life movements and has a strong career politician mindset.
- It is time for a change.
- That's why I, Rebecca Bonifacio, am running for Congress.
- The 6th congressional district of Virginia deserves better
- We deserve someone who believes in economic equality and will fight to raise Virginia's minimum wage to a livable one
- We deserve someone who understands the implications of climate change and will create recycling and environmentally friendly movements around the district.
- We deserve someone who believes in the education of our future leaders, of the support of immigrants and of a healthcare system that doesn't profit off of life saving drugs and medications
- We deserve a candidate that is ready to Think Different.
- Vote Rebecca Bonifacio this election day
- Paid for by Rebecca Bonifacio for Congress 2020

Potential Video Footage

- Virginia footage (think: mountains, rural areas, larger cities in the district, national parks, farms, etc)
- Picture of Ben Cline - black and white
- Picture of Rebecca Bonifacio
- Rebecca on campaign trail
- Rebecca speaking at rallies
- Easy to read infographic on Rebecca's policies
- Footage of hard working Virginians at work (Construction, fast food, other hourly pay jobs)
- Environment (show pollution, factories, forest fires etc)
- Environment (show how we can fix this -- wind energy, recycling pick ups, cleaner oceans, etc)
- Show in classroom footage (students playing with others, learning, focusing on the arts)
- Rebecca speaking to these students

Think Different

Rebecca Bonifacio for Congress 2020

Door Knocker



Rebecca Bonifacio
for congress



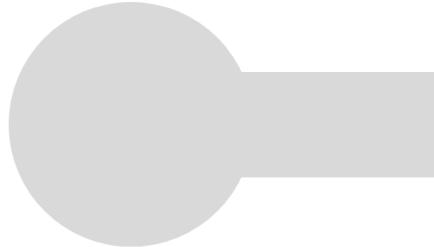
Paid for by Rebecca Bonifacio campaign

Think Different

Rebecca Bonifacio for Congress 2020

Door Knocker

THINK DIFFERENT



**This election,
reimagine Virginia.**

Rebecca is a dedicated resident of Harrisonburg, Virginia, looking to pursue much needed changes to the place that has given her so much. After attending James Madison University in 2017, Rebecca dedicated she wanted to spend the rest of her life living in and advocating for the Shenandoah Valley area.

Rebecca's policies:

- Medicare for all
- Strong public education
- Lower carbon emissions
- Gun Control Regulation
- Decriminalize Marijuana
- \$10 Minimum Wage
- Affordable housing
- Recycling in district
- Defund ICE
- Reduce incarceration
- Border Security
- End Opioid use
- Maintain American values
- Support working class

**Vote for the change
for more info visit:
bonifacio2020.com**

Think Different

Rebecca Bonifacio for Congress 2020

Advertisement Example



Think Different

Rebecca Bonifacio for Congress 2020

Announcement Speech

We all aspire to be the change. Politically active citizens are constantly finding faults within our current system, demanding better representation and policies, and finding themselves back at square one when these vision, values, and ideas aren't accomplished through an elected official. This is an issue that I personally have run into throughout my time as an educated constituent and one that I will stand for no more. Therefore, I, Rebecca Bonifacio, have decided to run for the House of Representative representing Virginia's 6th Congressional District to encourage this great state to think differently and to be the advocate for others who aspire to see legitimate representation in their elected officials.

I believe in the democracy our country was founded on and I believe I can help return us to these principles. What Virginia stands for is changing and I am dedicated to helping to build the bridge between the core values this great nation was founded upon and the ever changing progressive mindset. I will work to ensure that education within our district stays top tier, that the future leaders of this nation are consistently challenged in their classes and encouraged to pursue their interests. I will make sure our public school teachers use their classrooms as a means of promoting inclusivity and diversity as they work to support our children, no matter their background.

Think Different

Rebecca Bonifacio for Congress 2020

Announcement Speech

If elected, our district will strive to be environmentally conscious. I will bring plastic and paper recycling pick ups to all areas of the district, helping to ensure that Virginia's carbon footprint is lowered. I will work tirelessly to pass legislation that reduces carbon emissions across the country, as this country cannot thrive if the soil beneath it is crumbling.

I will work to bridge the gap of economic inequality throughout this district. As of right now, our minimum wage is \$7.25, the lowest of all states. This is not livable and it is creating too much strife and difficulty on hard working class Americans. Therefore, I will work hard to ensure that our minimum wage increases to \$10 an hour, one in which a constituent can support themselves on. I will strive to provide equal housing for all throughout the district and ensure that local businesses and storefronts are not pushed out by large corporations.

I will work to become an advocate for the immigrant and refugee population, working to create safer border patrol and a more humane system for immigration control. I will support this large community within our district and ensure that my policies are reflective of their voice.

Think Different

Rebecca Bonifacio for Congress 2020

Announcement Speech

While I have a lot of ideas, this campaign is not mine. I am running for office for the hard working American who works 50+ hours a week and barely makes ends meets. I am running for the immigrant family working tirelessly to gain their citizenship and give their children a better life within this great nation. I am running for the mover and shaker in all of us, the progressive mindset that begs this nation to reconsider our vision and work to provide for everyday citizens, not the 1%.

I am running for the parents afraid to send their children to school after reading about the 271st mass shooting. For the students who have to advocate for their own lives because their policy makers won't. I am running for all the women who deserve the basic respect of control over their body and for the environmentally conscious individual that we should all strive to be.

It is with great honor that I stand before you today in a city that has given me so much and molded me into the individual you see before you. I am humbled to even be considered for this race, but do understand the implications that come with great responsibility. I am ready to take on the challenges that come with running for office in hopes of becoming the change we all aspire to be.

I am ready for a Virginia that strives to think different. I only hope that you will join me. Thank you

Think Different

Rebecca Bonifacio for Congress 2020