

Can I get a yard sign? 🙋



From Natasha Marcus <natasha@natashamarcus.com>
To Steve Johnston <sjohnston@tuesdayforumcharlotte.org>
Reply-To <natasha@natashamarcus.com>
Date 2024-10-03 14:56

Hi Steve,

It's yard sign season. I appreciate how many of you have reached out to ask about getting a sign for your house or business. Rather than try to respond to each request, I'm going to send this email and hope it answers your questions.

We are running a statewide campaign for a Council of State seat that most voters have no idea is even on the ballot . . . let alone who the incumbent is ("Rate Hike Mike" Causey), what a bad job he's been doing, or what the issues are in this race. Given that, **we have had to spend a lot of time, effort and money, educating voters in some detail. Without that information, voters remain undecided and we won't win.**

Given that reality, yard signs don't help us much. They provide only a name - no information about the race or anything else that's relevant to persuading someone who has not already decided how to vote.

Don't get me wrong, I love seeing them as I travel the state. They make me smile and I wish they were everywhere.

But yard signs are expensive. The decent ones cost between \$5-\$12 each (depending on quantity and other factors) and often disappear pretty quickly, even when placed on private property. It is just the sad reality of our society. Further, when placed on major roads they are hard to read and when on side roads, they are not seen by many people. And of course, it costs quite a bit and is labor-intensive to ship signs and metal posts to supporters' homes. It is simply cost prohibitive for a campaign of our size. **For that same amount of money, we can serve up several targeted ads to persuadable voters. That's where I choose to put our resources.**

Knowing all this, and having a limited budget for the statewide campaign, we made the decision to purchase only about 350 new yard signs, plus supplies to update 100 of my old yard signs from previous campaigns with stickers to indicate that I'm now running for Commissioner of Insurance. We are always frugal with the funds that supporters like you donate.



Murphy, special assistant to our campaign manager, Josh, was one of the lucky few to snag a Natasha Marcus yard sign.

As you can imagine, the signs are going fast. Each of North Carolina's 100 counties are requesting a stack and people all over the state would like to have one for their yard. It's flattering, and I honestly appreciate it. **However, we simply cannot afford to print additional signs because we are prioritizing advertisements to persuadable voters instead.**

We know that when voters hear our detailed message about what Rate Hike Mike Causey has been doing, compared to what he should be doing, we win votes and that will win this election. We have to budget strategically. So that's the call we've made. If we had millions of dollars in our campaign coffers, we would be happy to print thousands of yard signs. Some campaigns can afford that. The truth is, we can't.

So, there is a chance a Natasha Marcus yard sign will be available to pick up at your county party headquarters. Feel free to call your local office and ask. We drop off small quantities at county party HQs as we travel the state and the Mecklenburg Democratic party is also purchasing signs which they plan to provide to smaller county parties on candidates' behalf. (Also, if you live close enough to Mecklenburg County to pick up a sign from HQ, stay tuned for an email soon with a link to purchase a sign from them.)

If you don't get a yard sign from my campaign this year, I hope you'll understand why and find other ways to show your support for this campaign. It would help me a lot if you would forward emails you get from us to your friends to help inform them about the issues in this race and how badly North Carolina needs a new Commissioner of Insurance who will work for the people. And remember, even though you don't see Natasha Marcus signs in your neighborhood, we are working hard and campaigning smart.

And finally, if you've read this far, it's clear you are truly in my corner and want to help. THANK YOU. ❤️ We need to raise money in order to run ads on streaming services, on cable and network TV, on social media, on online sites, and to send mail to voters' homes. **Would you please make a donation today to help us do that? We promise to use every penny you send strategically and frugally in order to win in November.** Thank you for being in my corner as we take on the entrenched Republican incumbent and flip this seat on the Council of State.

I support Natasha!



P. S. If you prefer to donate by check, we love that too. Please make it payable to Friends of Natasha Marcus and mail it to PO Box 24, Davidson, NC 28036. If you prefer to donate online via NGP, [click here](#) to donate that way. Thank you!

P.P.S. I continue to attend briefings and stay abreast of the clean up and rescue work in Western NC following Helene. I am providing updated information to those impacted and doing what I can to help. The devastation is a startling reminder of how urgent it is that NC have elected leaders who are ready to tackle the impacts of climate change. We have suspended all campaign outreach in that region of the state, focusing on getting folks the help they need as quickly as possible. If you can make a donation to help those efforts, I recommend contributing to the [NC Disaster Relief Fund](#).

Donate



Natasha Marcus is a three-term North Carolina State Senator, a former attorney, and the Democratic Nominee for North Carolina Commissioner of Insurance. During her tenure in the North Carolina Senate, Natasha Marcus has stood for people over ideology, individual freedoms, and smart investments in the state's future. She is running to be the next Commissioner of Insurance to serve the people of North Carolina who deserve affordable, quality insurance by restoring transparency, advocacy, and accountability to the office.

If you are a lobbyist, please disregard this email.

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