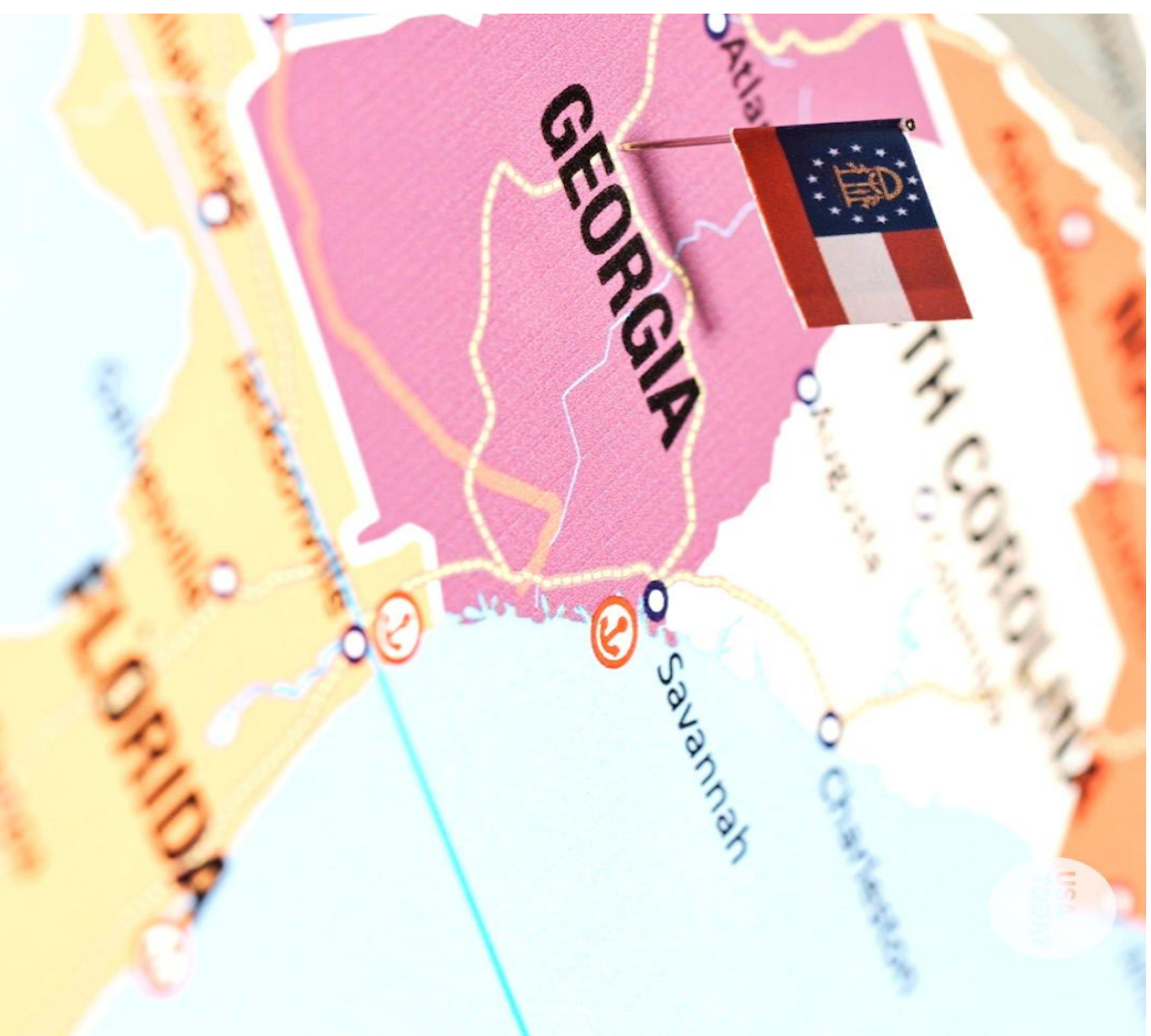

Georgia 2021 Runoff Election x Jane Sapp: **LET'S VOTE GEORGIA!**

Wrap Report 01/11/21

Video and quote messages
from Jane Sapp to the
people of **Georgia**
encouraging them to 'vote
for our collective humanity'
on Jan 5, 2021



Details

- Dates
 - Election: January 5, 2021
- Advertising Plan
 - Advertising/Promotional Period1: December 15th-December 23rd
Advertising/Promotional Period2: December 28th-January 4th
- Ad Content Details
 - 2 - Minute Long Scripted Clips (1 per advertising/promotional period)
 - 2 - Photo/Quotes (1 per advertising/promotional period)

Timeline

Timeline	Deliverable	Budgeted Hours
Dec 3	Project Proposal Sent	2
Dec 7	Project Proposal Approval	-
Dec 7-9	Video Scripts Drafted, Reviewed, and Approved	1
Dec 10-11	Zoom Script Recording	2
Dec 11-13	Editing Process	8
Dec 14	Ad Approvals	-
Dec 15-23	Video 1 and Quote 1 Uploaded to Facebook & Instagram	1.5
Dec 27	Rasheed to Email Progress Update	1
Dec 28-Jan 4	Video 2 and Quote 2 Uploaded to Facebook & Instagram	1.5
Jan 4	All Ads Ended/Taken Down	1
Jan 11	Rasheed to Provide Final Summary and Report	2
-	Total Hours	20

Budget/Spend

Item	Duration	Budget	Spent
Video 1	Dec 15-Jan 4	\$205.00	\$142.91
Quote 1	Dec 15-23	\$102.50	\$72.29
Quote 2	Dec 28-Jan 4	\$102.50	\$72.18
Consultant Hours	20 Hours @ \$22	\$440	\$440
Total		\$850	\$727.38

 Songs of Resistance and Hope: A Podcast by Jane Wilburn Sapp ...

December 18, 2020 at 4:25 PM · Instagram · 📍

Georgia, let's keep on Movin' On. If you haven't already, make a plan and vote! Your voice matters, so make it count! [#georgia](#) [#georgiaelections](#) [#georgiarunoff](#) [#georgiarunoffelection](#) [#runoffs2020](#) [#atlanta](#)



"Our ancestors taught us how to hold onto each other, even in hard times. We still find ways to love, to have joy, to celebrate. We lived. Georgia, we're still here."

- Jane Wilburn Sapp

VOTE NOW!

Songs of Resistance and Hope: A Podcast by Jane Wilburn Sapp

[Learn More](#)

Image 1

- **9,156** saw the ad in passing
- **837** people stopped to read
 - They either pressed liked or commented
- **823** People clicked the link to learn more

See Facebook Post [Here](#)
See Instagram Post [Here](#)



Songs of Resistance and Hope: A Podcast by Jane Wilburn Sapp

December 18, 2020 at 4:24 PM · Instagram · 🌐

Georgia, let's keep on Movin' On. If you haven't already, make a plan and vote! Your voice matters, so make it count! #georgia #georgiaelections #georgiarunoff #georgiarunoffelection #runoffs2020 #atlanta



"WE KNOW THE STRENGTH OF OUR VOICES, OUR HUMANITY, OUR VISION, AND OUR BOND TO EACH OTHER. WE CANNOT GO BACK!"

- Jane Wilburn Sapp

VOTE NOW!

Songs of Resistance and Hope: A Podcast by Jane Wilburn Sapp

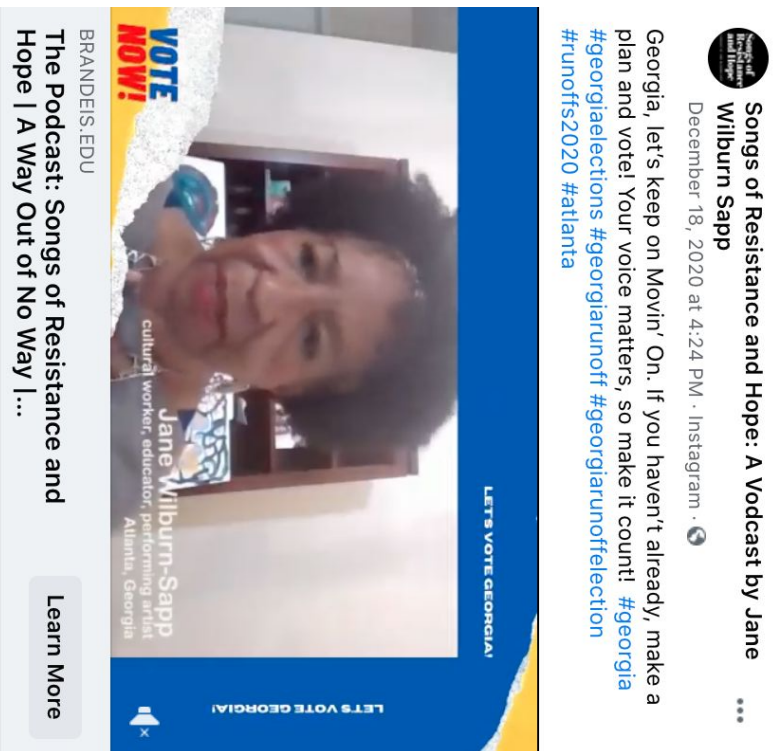
Learn More

Image 2

- **9,216** saw the ad in passing
- **915** people stopped to read
 - They either pressed liked or commented
- **902** People clicked the link to learn more about Jane and the episode!!!!

See Facebook Post [Here](#)
See Instagram Post [Here](#)

Video



- **14,464 people stopped to watch the video for more than 3 seconds**
- **10,710 engaged with what they watched**
 - **They either pressed liked or commented**
- **114 People clicked the link to learn more**

See Facebook Post [Here](#)
See Instagram Post [Here](#)