

RESCUE KZN

MISSION PLAN

5

Easy Steps

to start
feeling excited
about your
future in KZN



DA

Step 1

Hope again

Things are changing. There is hope now like never before! Where the DA governs things get better and everyone can see it. Independent polling shows the DA voters growing in numbers each month.

Watch this 1 minute video to **start believing in change.**



Step 2

Join the movement

If every DA voter gets 1 other person to be a DA voter **we will rescue KZN in 2024**. Imagine the impact of that victory on your life!

A better future starts today **by you messaging "Hi" to 074 217 8055**. This is so important. No spam. Just a clear plan to make your life better. Join the movement that will deliver you electricity, water, education and safety today.



Watch **Premier candidate Chris Pappas** share the winning strategy used in uMngeni Municipality that **brought about real change**.



**Message hi to
074 217 8055
now.**

Step 3

WhatsApp profile to win

We need courage now. We are
#strongertogether.

By changing your **WhatsApp
profile picture** to 1+1=WIN you are
standing with millions of South
Africans for a better future.

**Change your WhatsApp profile
picture to the 1 + 1 = WIN badge.**



Find out why
WhatsApp profile
is so important in
our plan to rescue
KZN here.



Step 4

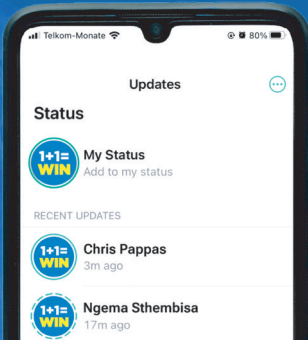
Share status everyday

We are using our **WhatsApp status to rescue KZN.**

Starting in March 2024 we will release 1X video each day on DA WhatsApp Groups.

If you share that video in your WhatsApp status you will reach 50+ people. With just over 10,000 people we will have **covered the province in a storm of hope everyday for 40X days building up to election day.**

Don't wait for someone else to do it. Use your WhatsApp Status to rescue KZN today.



Using **WhatsApp status is easy.** Watch this short video here to find out how.

Step 5

1+1 = WIN

As the election draws closer it will be up to each of us to **find just one person each** to vote for the DA.

To help we've made that simpler than ever using these steps -

1. Find a friend, family member or colleague who **doesn't have the 1 + 1 = WIN badge** on their social media profiles
2. Choose **one video in this booklet** you think they will like
3. **Scan the QR** to get a link so you can share that video with them
4. **Message** something "I think the DA can bring real change for all of us, can we talk?"



Message hi to
074 217 8055.

**Need a
WhatsApp badge?
QR code reader? Help?**





Share Stories

Use stories to start conversations
that can save KZN.

To find your +1 share a video to show...



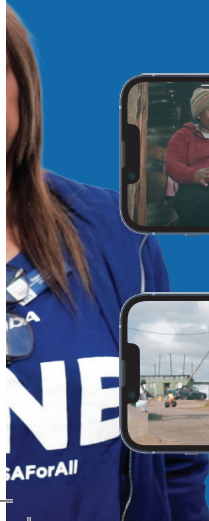
... the DA turns
the lights back
on...



... big change is
coming to KZN



... all people can
see the DA
brings hope



Send a video to **family** to show...



... **Jobs for everyone** is how the DA's works



... The DA fights for **water for you**



... **the DA serves** communities not just friends



... **things can change** when the DA is in power



Send a video to a **work colleague** to show...



... with the DA
hope can be
restored for all



... the DA has a
rescue plan for
all of KZN



... the ANC
will never
change



... a coalition
government
will work



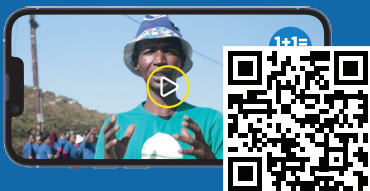
Send a video to a **friend** who...



... needs to take the **first step**



... wants to see the **DA difference**



... needs to see the **DA working** to believe



... wants to feel inspired **about a brighter future**





**SHARE
THESE
VIDEOS**

**For more
videos visit:**

campagins.dakzn.org.za/win



DA

**RESCUE
KZN**