



# Running For Office - Campaign Plan

## General Profiling (Should I Run?)

### Profile Candidates

1. Review Strengths and Weaknesses
2. Poll for Relative Positions

### Profile Opposition

1. Review Strengths and Weaknesses
2. Poll for Relative Positions

### Profile Districts

1. Obtain Town and Street Maps
  - a. Registration Breakdown per Election District
  - b. Obtain Registration Files/Names-Addresses
2. Obtain Breakdown per Election District
  - a. Obtain election/voter history result data
  - b. Breakdown per Election District
3. Review Strengths and Weaknesses
4. Poll for Issue Concerns

## Operations (Things to Do to Run)

### Campaign Operations (General Overview)

1. Personnel
  - Manager
  - Press Writer and Spokesman
  - Material Coordinator
  - Volunteer/GOTV Coordinator
  - Computer Systems Manager
  - Treasurer
2. Headquarters
3. Equipment
  - a. Computers
    - i. Database/Computer System Development
    - ii. Web Page Development and Management
    - iii. Email Development
  - b. Phones / Copiers / Faxes
4. Press Spokesperson
5. Volunteers

### Fund Raising Strategy

1. Candidate Committee Fundraising
  - a. Fundraising Letters
  - b. Fundraising Events
  - c. Electronic Fundraising (Web/Email/Phone)
  - d. Campaign Rally/Salute
2. State and County Committee Funds
3. 529 / Interest Group Fundraising

### Polling Strategy

1. Initial Subject Issue/ ID Poll
2. Develop Themes
3. First Tracker Poll
4. Second Tracker/Push Poll
5. Last Tracker/Push Poll

### Issue Strategy

1. Issue Development
2. Issue Execution and Incorporation

### Endorsement Strategy

1. Major Party Strategy
  - a. Party Leadership
    - i. Discussions
    - ii. Correspondence
    - iii. Advertisements
    - iv. Interviews
  - b. Committeemen
    - i. Introduction Letter(s)
    - ii. Advocacy/introduction Call(s)
    - iii. Advocacy/Introduction Meeting(s)
    - iv. Endorsement Meeting Strategy
    - v. Follow up Thank you
  - c. Primary avoidance strategy
2. Minor Party Strategy
  - a. Party Leadership
    - i. Discussions
    - ii. Correspondence
    - iii. Advertisements
    - iv. Interviews
  - b. Committeemen
    - i. Introduction Letter(s)
    - ii. Advocacy/Introduction Call(s)
    - iii. Advocacy/Introduction Meeting(s)
    - iv. Endorsement Meeting Strategy
    - v. Follow up Thank you
  - c. Primary avoidance strategy
  - d. Opportunity to Ballot strategy - if necessary

### Press Campaign

1. Initial Announcement Leak - "May be running"
2. Announcement
  - a. Press Releases/Package
  - b. Resume
  - c. Speech/Event
3. Press Releases
4. Press Events
5. Blogging
6. Final Press Blitz

### Door to Door Campaign

1. Draft Palm Card/Brochure
2. Walking Plan
3. Door to door blitzing
4. Event blitzing
5. Final weekend blitzing

### Comparison/Attack Strategy

1. Perform Opposition Research
2. Draft Comparison Mail Piece(s)
3. Draft Comparison Print Advertisement(s)
4. Draft Comparison Electronic Ad(s) - Email/Webpage

# Operations (Things to Do to Run)

## Petition Strategy

1. Party Strategy
  - a. Drafting
  - b. Distribution with material
  - c. Collection of Signatures/Strategy
  - d. Collection of Petitions from Committeemen
  - e. Thank yous to signers/carriers
2. Minor Party Strategy
  - a. Drafting
  - b. Distribution with material
  - c. Collection of Signatures/Strategy
  - d. Collection of Petitions from Committeemen
  - e. Authorizations
  - f. Acceptances
  - g. Thank yous to signers/carriers
3. Independent Strategy
  - a. Party Name
  - b. Drafting
  - c. Distribution with material
  - d. Collection of Signatures/Strategy
  - e. Collection of Petitions from Committeemen
  - f. Authorizations
  - g. Acceptances
  - h. Thank yous to signers/carriers

## Events and Scheduling Strategy

1. Event Plan
2. Scheduling Plan

## Paid Advertisement Campaign

1. Ad Campaign
2. Ad Development and Execution
  - a. Radio
    - i. Drafting
    - ii. Production and Distribution
  - b. TV
    - i. Drafting
    - ii. Production and Distribution
  - c. Newspaper
    - i. Drafting
    - ii. Production and Distribution
  - d. Electronic
    - i. Drafting
    - ii. Production and Distribution

## Letters to Editor Campaign

1. Letter to the Editor Committee
2. Letter to the Editor Themes
3. Letter to the Editor Execution

## Electronic Campaign

1. Website
2. Electronic Advertising
3. Email
4. Electronic Town Halls
5. YouTube
6. Twitter
7. Facebook
8. Google
9. Podcasts

## Sign and Visuals Campaign

1. Lawn Signs
  - a. Location Procurement/Selection
  - b. Design
  - c. Procurement
  - d. Distribution
  - e. Maintenance
2. Auto Stickers/Decals
  - a. Design
  - b. Procurement
  - c. Distribution
3. People Stickers/Buttons
  - a. Design
  - b. Procurement
  - c. Distribution

## Direct Mail and Inserts Campaign

1. Direct Mail and Inserts Design
2. Direct Mail and Inserts Production
3. Direct Mail and Inserts Execution
4. Insta Mail or Flyer with Digital Camera
5. Email with all of above

## Absentee Ballot Campaign

1. Permanent Absentee Ballot plan
  - a. Obtain List
  - b. Letter
  - c. Updates
  - d. Qualifieds/phoning
  - e. Ballot assistance/Push
2. Temporary Absentee Ballot plan
  - a. Obtain List
  - b. Letter
  - c. Updates
  - d. Qualifieds/phoning
  - e. Ballot assistance/Push

## Final Blitz Campaign

1. Radio
2. TV
3. Newspaper
4. Mail
5. Electronic - Email/Twitter/Texting/Facebook

## Get Out The Vote Campaign

1. Do me a favor cards
2. Get out vote post card
3. Get out vote phone calls
  - a. Phone banks
  - b. Electronic Phone Calls
4. Call to voters who haven't come to polls

## Ballot Security Campaign

1. Write to election inspectors
2. Develop Ballot Security Plan
3. Deliver Cookies to Polls/Check Turnout

## Election Night Rally