



*What About Me? What Can I Do?
Building Your Campaign Plan
Handout for Discussion*

**Bristol Community College, Attleboro,
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Sponsored by your Attleboro Democratic City Committee



Leadership + Grassroots + Campaign Plan: The Ultimate Goal - Here's the real equation!



Ideas +

+



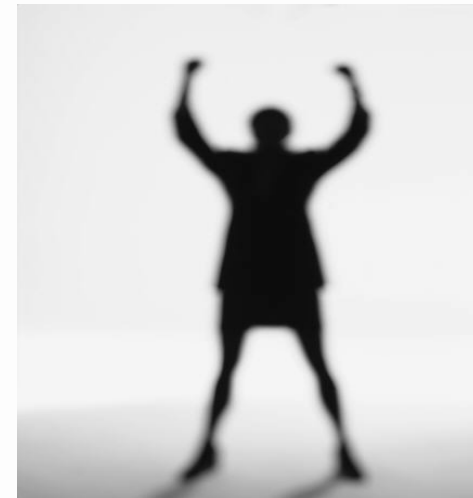
Good People +



Strategy +



Tools



= Victory



Key Steps to Campaign Organization

- Having a candidate is helpful 😊
- You must have a political plan
- The organization must fit the needs of your campaign
- An effective organization utilizes the unique talent and abilities of its people
- The organization is the heart of the campaign



Are You This Type Of Candidate?

- The Central Figure
- Chief Cheerleader
- Chief Spokesman
- Chief Fundraiser
- Chairman of the Board
- Chief Campaigner
- Trusting Boss
- Family Support
- Good Guy
- Initiator, Innovator & Leader



Candidate Preparation

- Get Your House In Order
- Listen, Learn and Lead
- Conduct District & Voter Research
- Meet Opinion Leaders
- Learn Media Players
- Learn Community Organizations
- Polish Personal Skills
- Recruit Management Team
- Select Party Support



Fundraising Is Campaign Fuel!!!!!!!

- Major Donors
- Phone Banking
- Grassroots Action
- Internet Donations





Fundraising: Finding Donors Is Very Critical

- Hit them UP!! – friends, family, etc.
- Special Events
 - Reception
 - Dinner
- Home Events
- Political organizations
- Congressmen/Senators
- Internet – paypal/google checkout



Know Your Voters

- City & District Analysis – Demographics
- Voter History/Trends – How they Vote!
- Candidate Profiles – Know the competition!
- Other Political Races and Issues Affecting Environment
- Media Analysis – Always good to check the media stance or reporting on issues



Know Your Strategy

- Strategy is a concept, or a set of concepts that if implemented, will give the candidate and campaign the best opportunity for victory. Strategy determines:
 - *Who*: the voters you need to win
 - *Why*: the reasons they will vote for you
 - *What*: the unifying message to address them
 - *How and Why*: the tactics and timelines to implement the strategy



*Pick Your Campaign Personnel
In Reality, people may take many of these
roles as their responsibility*

- Campaign Manager
- Campaign Committee Chairman
- Campaign Committee/ Executive Committee
- Campaign Treasurer
- Legal Counsel
- Finance Chairman/ Director
- Finance Committee
- Volunteer Chairman/ Director
- Phone Bank Captain
- Public Relations Chairman/ Media Secretary
- Headquarters Chairman
- Field Operations
- Coalitions/ Special Voter Group Chairmen



Seek And Sign Up Volunteers

- Recruitment
- Positive Approach
- Time Frame & Procedure
 - Recruitment Phone Conversation
 - Volunteer Confirmation Letter
 - Reminder Call Phone Conversations
 - Volunteer File Card/ Pledge Card
- Follow up
- Phone still better than E-Mail



Headquarters – In Reality this may not be a separate office or location / It might be your home – General Guidelines Only

- Finding Headquarters
- Setting Up Headquarters
- Opening Headquarters
 - Office Hours
 - Office Routine
 - Cleaning
 - Volunteer Projects
 - Staff Work
 - Headquarters Personnel
 - Grand Opening
- Closing Headquarters
 - Organize and Box Files
 - Pay Bills
 - Shut Off Utilities
 - Get Deposits Refunded
 - Clean the Facility
 - Return Keys and Borrowed Items
 - Leave a forwarding address and phone number



Voter Contact – Main Key to Winning

- Planning
- Targeting
- Recruiting Workers/Volunteers/Phone Bankers
- Voter/Call List Inventory & Preparation
- Prepare Materials & Make Arrangements
- Train Workers & Monitor Program
- Using the Information
- Wrap-Up



Thank You For Participating !



Attleboro Democratic City Committee

