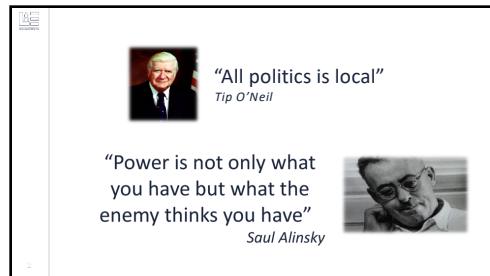
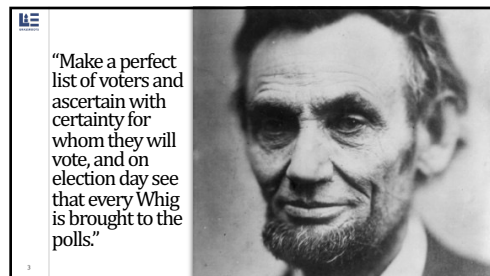




1




2



3



4



Goal

- Election Day Victory

Strategy

- Building a coalition of voters large enough to win


Campaign Tactics

- Voter contact and fundraising efforts

Sound and Robust Logistics

- Staff, volunteers, offices, phones, databases, collateral, etc. needed to complete the tactics

5



Start with Research

A thorough and complete understanding of

- District
- Demographics within the district
- How those groups behave

6

More on Research

- Invest in your research
- Skimpy research produces flawed strategy
- Losing campaigns

7

Characteristics of the Electorate

Voter Registration
Turnout Rates

Past Performance

Historical Tendencies

Demographics

8

Public Policy Environment

- Current public policy issues on the voters' minds
- Other candidates
- Ballot issues on the ballot
- Likely impact of major events
- Opponents

9

Candidate Strengths & Weaknesses

- Ability to attract volunteers & raise money
- Public speaking ability
- Candidate's narrative
- Support level within the party; support externally
 - community & non-party voters
- Pre-existing name recognition; pre-existing public opinion
- Incumbent, challenger, or open?

10

Develop Your Message: Theme & Sub-Messages


- Develop an overarching theme
- Use the Leesburg Grid
- Select the medium/media
- Values-Level
- Framing
- Positive, Simple
- Launch point for your campaign's messages




11


Develop Your Message: Theme & Sub-Messages

- Develop an overarching theme
- Use the Leesburg Grid
- Select the medium/media
- Values-Level
- Framing
- Positive, Simple
- Launch point for your campaign's messages



12

 **Be Creative**



13

13


 **9 Classic Strategic Approaches**

Choose 4 to 6 of these points:

1. Targeting your party's base plus portion of independent voters, members of other parties to secure victory - partisanship
2. Projecting a clear difference between you and your opponent - single defining difference
3. Dividing voters along ideological lines (liberal v. conservative)
4. Championing a single, popular cause

14

14

 **9 Classic Strategic Approaches**

Choose 4 to 6 of these points:

5. Building a diverse coalition into a single voting block
6. Creating a positive image, proving your candidate is a good person
7. Proving the opponent is a bad person, unsuitable for office
8. Building a large volunteer organization capable of delivering significant vote numbers
9. Overwhelming the opponent with campaign activity

15

15

Strategy Statement

One-page summary of your strategy

Strategic Concerns

Natural Advantages

How you will Address concerns and Maximize Advantages

16

Strategic Plan

Expand the Summary to Explain How to Achieve the Strategic Goal

Thorough Explanation of Tactics

Budget

Timelines

17

5 Important Thoughts About Elections

1. Never underestimate the intelligence of the voter
2. Never overestimate the interest of the voter in the election
3. Elections are about choices & definitions
4. Less is more
5. Understand what is important and stay focused on what is important

18

Finally...

- Elections are about trust - candidates gain trust by making themselves known & understood
- Voters rarely vote for candidates who are unknown vote for who they know and think they can trust
- It is not about doing everything right - just do more thing right than your opponent

19

QUESTIONS?



20
