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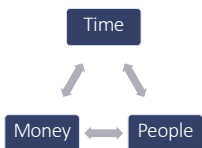
Learning Objectives

- Learn the components of a campaign plan
- Understand campaign best practices

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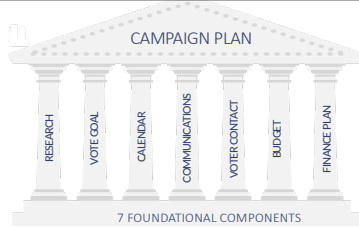
Three Limited Resources



- What needs to be done?
- Who will do the work?
- What tools are needed?
- How long will it take?
- How much will it cost?
- How will it help us win?

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CAMPAIGN PLAN

RESEARCH VOTE GOAL CALENDAR COMMUNICATIONS VOTER CONTACT BUDGET FINANCE PLAN

7 FOUNDATIONAL COMPONENTS

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DEMOGRAPHICS

Noun

Statistics describing populations and their characteristics.

- Current population
- Racial/ethnic make up
- Median home value
- Median rent
- Education
- Median household income
- Percent in poverty
- Median age
- Top industries or employers
- Top languages spoken

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AREA INFO

Churches

Are there churches in your target area? Do their beliefs overlap with your efforts? How you might do outreach to their leadership and members.

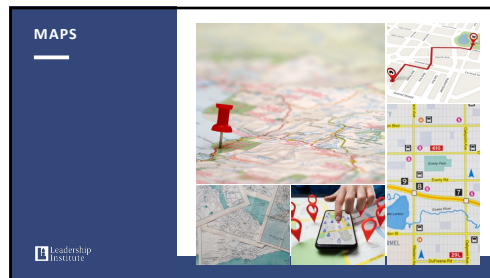
Schools

What schools fall in your precinct? Consider all types. Additionally you may want to investigate graduation rates and reading proficiency numbers.

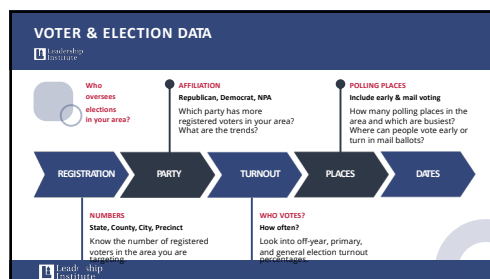
Other

What organizations, businesses, and nonprofits exist in the area? What local events occur regularly that would be good opportunities for outreach?

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Vote Goal Formula

Average the Turnout Percentage in last 3 like elections

(+ + / = Expected # of Voters

Current Registered Voters in district =

Number of Candidates in the race

Win Number + =

Add a 3% "win cushion" = **Vote Goal**

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Vote Goal Formula

Average the Turnout Percentage in last 3 like elections

(58% + 57% + 60% / 3 = 58.3% Expected # of Voters

Current Registered Voters in district 8182 = 4770

Number of Candidates in the race

Win Number + =

Add a 3% "win cushion" = **Vote Goal**

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Vote Goal Formula

Average the Turnout Percentage in last 3 like elections

(58% + 57% + 60% / 3 = 58.3% Expected # of Voters

Current Registered Voters in district 8182 = 4770

Number of Candidates in the race 2

Win Number 2386 + =

Add a 3% "win cushion" = **Vote Goal**

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Vote Goal Formula

Average the Turnout Percentage in last 3 like elections
 $(58\% + 57\% + 60\%) / 3 = 58.3\%$ Expected # of Voters

Current Registered Voters in district **8182** = $4770 \times 3\%$

Number of Candidates in the race **2**

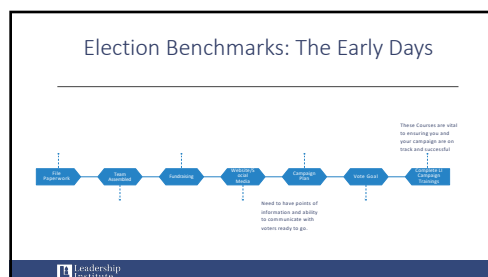
Win Number $2386 + 143 =$

Add a 3% "win cushion" = **Vote Goal 2528**

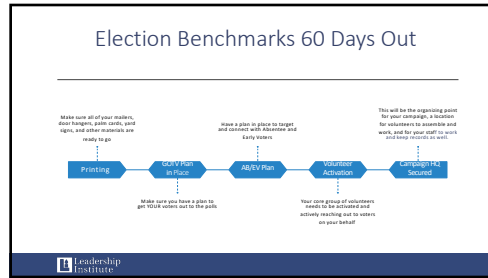
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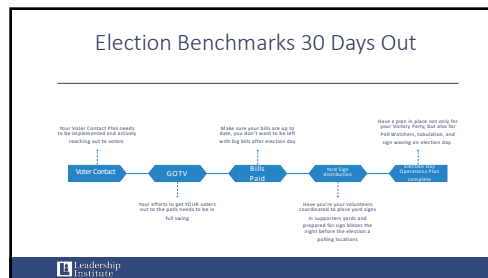
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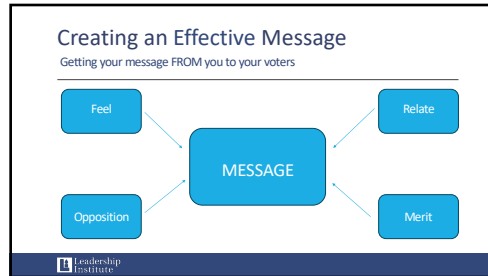
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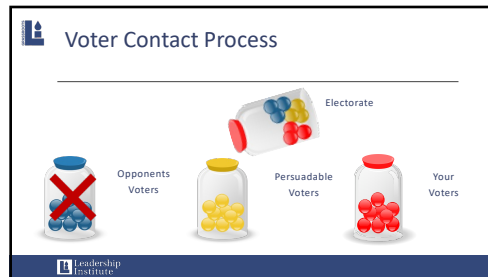
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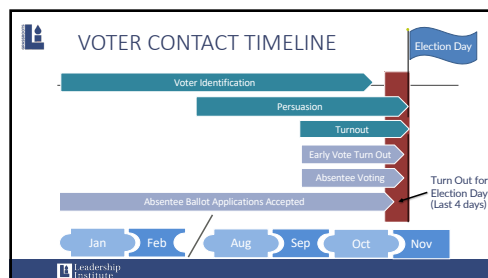
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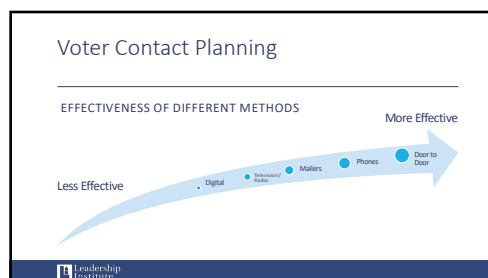
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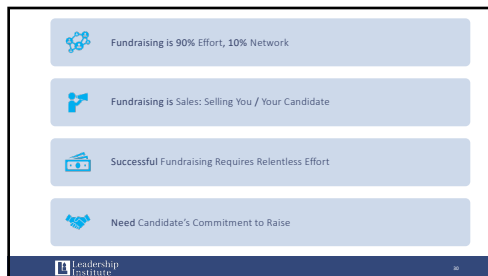
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Types of Campaigns- Size and Scope

- Large: Senate, Statewide
- Medium: Congressional, State Legislative, Countywide
- Small: Municipal, School Board, Township Clerk



These can also be divided into federal, state, and local campaigns.



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Variable: Campaign Dynamics

- Type of Election: primary, general, special
- Seat type: challenger, contested, open
- Field: single challenger, multi-candidate



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QUESTIONS?



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