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Vote**Run**Lead

# #RUNASYOUARE FULL-DAY TRAINING

Manchester, New Hampshire



SEE Science Center, 200 Bedford Street, Manchester, NH 03101

**Saturday, May 19, 2018 at 8:30 AM - 3:30 PM**

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# Campaigning 101: Run As You Are™

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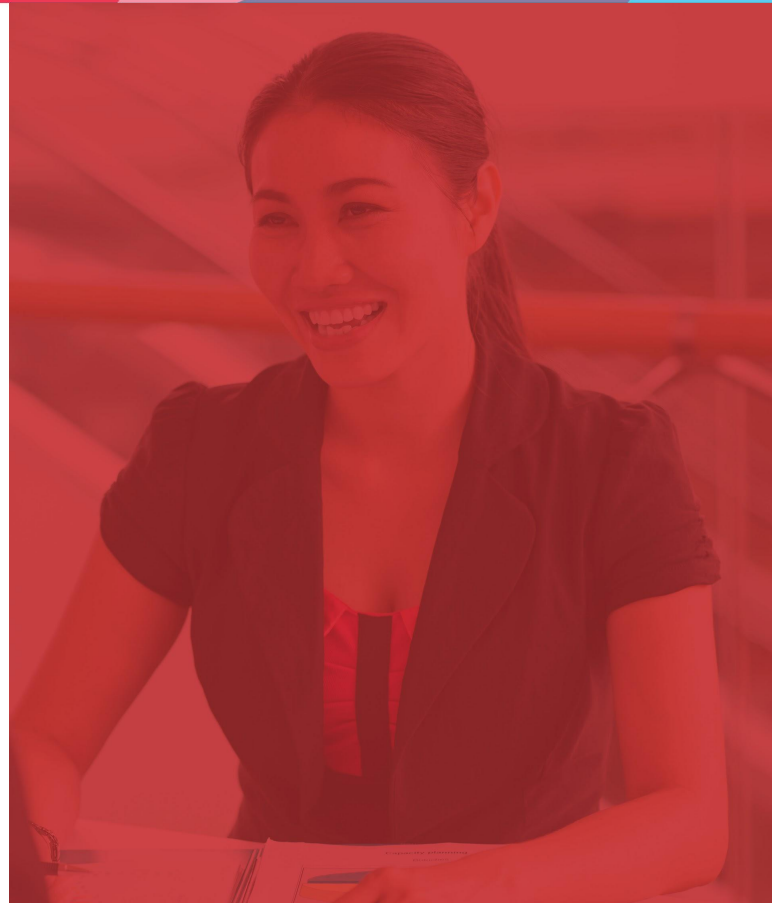
# Campaigning 101: 5 Rules for Planning

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1. **Write It Down:** If you don't plan, you might as well quit.
2. **Timeline:** Only adjust in extreme circumstance.
3. **Execute:** "Best" is the enemy of "accomplished."
4. **Track:** If you can't count it, it didn't happen.
5. **Celebrate:** Short-term goals & thank yous.



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# Why Plan? Because you have limited. . .

- \$ Money
- Resources
- Time



## Steps to a Campaign Plan

**1. Lay of the Land**

**2. Targeting**

**3. Message**

**4. Voter Contact  
& Field Plan**

**5. Fundraising Plan & Budget**

**6. Campaign Team**

**7. Earned Media Plan**

**8. Timeline**

# 1. Lay of the Land

What is *really* going on in your district?



**Don't forget the “neighbor” test. Normal people think about politics for 5 minutes a week.**

- What is Beyonce's daughter's name?
- When does Scandal come back on TV?
- Who Is Gwen Stefani dating?

# Lay of the Land: 6 Key Indicators

1. Actual Numbers #'s
2. Information About You
3. Political/Cultural Information
4. Important Dates and Events
5. Movers and Shakers
6. Opposition Research



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## 2. Targeting

Focus your campaign's time, money & people on the *right* voters



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# Targeting

- You cannot talk to everyone!
- Your job is to get **51%** of the vote!
- Know the difference between Strategy vs. Tactics
  - **Strategy:** the campaign-wide written plan to get to people who will vote for you & and understanding of *why* they will vote for you.
  - **Tactics:** the tasks you and campaign team does to accomplish the strategy goals.



	High Support for You	Undecided about you	Low Support for you
High Voter Turnout	Base Vote (#3)	Persuasion (#1)	Opponent's Base
Medium Voter Turnout	Turnout (#2)	Unaffiliated	Opponent's turnout
Low Voter Turnout	Low Turnout	Unaffiliated and rarely votes	Opponent's rarely vote

	High Support for You	Undecided about you	Low Support for you
High Voter Turnout	Base Vote (#3)	Persuasion (#1)	Opponent's Base
Medium Voter Turnout	Turnout (#2)	Unaffiliated	Opponent's Base
Low Voter Turnout	Low Turnout	Unaffiliated	Opponent's Base

Do not waste your time on people who are **NOT** going to vote for you!

## 4. Voter Contact & Field Plan

**Rank your voters and how you'll reach them, knock on doors, leverage volunteers.**

*(Remember: #3 was Messaging)*



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# Voter Contact & Field Plan

## First, Set Goals on Your Contact Number for:

- **Tier 1: Persuadable Voters**

- Most time spent. Gets you over “win number”.

- **Tier 2: Turnout Voters**

- Reliable but need a compelling reason to vote for you.

- **Tier 3: Base Voters**

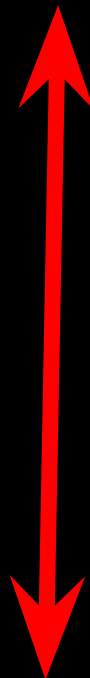
- Foundation of your win number. Must bring others along.



# Tactics: The Fun Stuff

**More Effective =  
More Time Intensive & Expensive**

**Less Effective =  
Less Time Intensive & Expensive**



- Door Knocking
- Live Phone Calls
- Handwritten Postcards
- Social Networking Strategy
- Outreach Events
- Lit Drop
- Mail
- Earned Media
- Website
- Advertising (tv, radio, print, online)
- Blogs, online news
- LTE Campaign
- Robo Calls
- Visibility



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# Voter Contact: 5 Tips for Successful Doorknocking

- 1. Build a Field Kit:** directions, sample door knock, tally sheet, thank you letter, contact sheet)
- 2. Get the Voter File & Get You + Your Volunteers Trained**
- 3. Determine Door Knocking “Universe” or “Turf”**
- 4. Set Weekly and Monthly Goals**
- 5. Prioritize Precinct Based on Voter Type and Density**



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# Volunteer Math: How Many Do You Need?

- **Phone Banking or Text:** 1 person, 1 hour = 30 calls
- **Door Knocking:** 1 person, 1 hour = 20 doors\*
- **Lit Dropping:** 1 person, 1 hour = 30 doors
- **Handwritten Postcards:** 1 person, 1 hour = 25 postcards
- **Pro-Tip: Law of Halves:** 10 people to volunteer, 20 people need to say yes, you need to ask 40





# Countdown to Election Day: Mobilization Plan

- **Determine who to contact and when**
- **Vote by mail program?**
- **Absentee ballots – who are we targeting and how are we talking to them?**
- **Poll Watchers and Reporting**
- **Flushers**
- **Rides to the Polls**
- **Visibility**



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# 5. Fundraising Plan & Budget

*How much \$ you need to raise and where you need to spend it.*



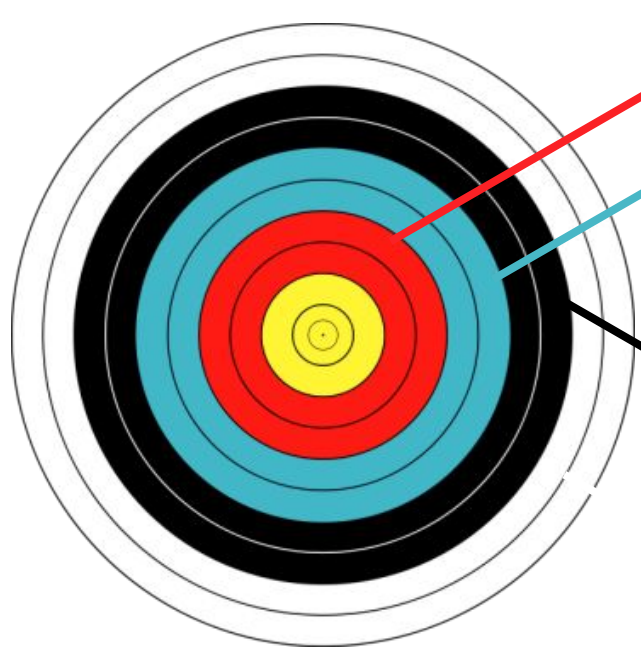
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# Fundraising: Setting Yourself Up Right



- **Number 1 Rule:** The budget is based on **what you need to do to WIN**, not on what you think you can raise.
- Make sure to include: **revenues, expenses and cash flow.**
- Have a **Cadillac** budget, **Mini-Van (Realistic)** budget and a **Pinto** budget.  
*Why?*
  - So you know what you will spend and cut if things are flush or tight!
- **75-80%** should be spent on **voter contact**

# Fundraising: Organize the Donors



**1. Personal:** friends, family, & close colleagues.

**2. The Power Circle**

– Individuals that have a financial relationship with you. (They gain when you win.)

**3. Prospects that share your ideological view**

– Where is your low hanging fruit?

**4. AX: Prospects that have an ax to grind with your opponent.**



# Fundraising: Tools to Generate Donations

- **Personal Solicitation by candidate**
- **Call Time**
- **Finance Committee**
- **Re-solicitation (ask again)**
- **Events**
- **Online Fundraising**
- **Direct Mail, Email, & Phone Solicitation**
- **PAC Solicitation**



# What Goes Into Your Budget

## Budget

- **Revenue:** kick off, matching donations, house parties, direct mail, call time, steering committee, institutional donors
- **Expenses:** postcards, “walk piece” mail pieces, postage, printing, design work, campaign manager, fundraising letters, schwag, events, community events, registration fees, website, advertising, paid phones, robo calls etc.



# 6. Your Campaign Team

*The roles and people who help you win!*



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# 4 Key Roles

\*You've got the plan down and you're ready to start fundraising toward it and implementing it. Now it's time to think about whether and how to staff your plan.

\*"Staff" according to what makes sense for YOUR campaign – for YOUR election – for YOUR leadership ambition.

\*Even when running for office, building your team does not necessarily mean paying people as staff. Think about who is already in your circle who would be willing to help you.

\*Because, besides you, there's really only 4 key roles that will help implement your plan and accomplish your ambition. Campaign Manager: t

\*VoteRunLead has a good webinar on building your campaign team, if you want to get into more detail.

\*But for now, let's quickly look at these 4 roles...

1. The first is your Campaign Manager =
2. Finance Director / Treasurer = Your number's nerd
3. Comms: knows how to market you and understands traditional and new digital tools
4. Volunteer Coordinator = The cheerleader in your circle – your Charlotte (Sex in the City) who can organize people and energize them

**TRAINERS: take/give examples here – adapt for what would be needed for the other types of leadership ambitions that have come up. Have them write down ideas for each role.**



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# Thank You



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