



Organizing for Effective Candidate and Issue Advocacy

Writing a Campaign Plan and Determining the Strategy Which Will Guide Your Campaign

WRITING A CAMPAIGN PLAN

One of the most difficult challenges for first time candidates is writing the campaign plan and trying to envision the big picture for what has to happen in a campaign. A campaign plan is critical because it helps you to formulate a strategy, decide where you will need, key people, create a timeline and, perhaps, most importantly, and create a budget.

The campaign plan is an evolving document. Use it as your road map for success, but don't be afraid to review and revise the plan as the campaign unfolds.

One thing -that may help you in creating a campaign plan is to look at it as a series of questions. To help toward this end, here are some questions to consider.

DISTRICT BACKGROUND

How many voters for your district?

What is the past voting history of your district?

What are the age demographics in your district?

What are the social demographics of the in your district?

OPPONENT BACKGROUND

What is the background of your opponent (education, jobs, place of birth, places lived) ?

If incumbent, what are the key votes cast?

What are the stands of your opponent on key issues?

YOUR BACKGROUND

What are your political and personal strengths in light of the district and the upcoming election race?

What are your political and personal weaknesses in light of the district and the upcoming election race?

What is your background (include political campaigns, education, jobs, awards won, other recognition, memberships, etc)?

NAME IDENTIFICATION

What is your plan to raise name identification?

What other mediums will you use to establish your name identification?

EARNED MEDIA PLAN

What media can deliver your message to the voters?

What are the addresses, phone numbers, fax machine numbers and news contacts at your local newspaper, radio stations and television stations.

How is a proper press release written?

What are the deadlines for your newspapers radio stations and television stations?

When is a press release adequate and when is a press conference necessary?

CAMPAIGN ORGANIZATION

How do you plan to recruit volunteers?

What areas of the campaign do you need specific volunteers to fill?

- You should consider having people help with these positions:

What type of people do you need at the top of your campaign as chairs?

FUNDRAISING

How much money will you need to raise?

Who will you ask for money? Who supports your goals or has the same goals that you do?

CAMPAIGN BUDGET

How much do you intend to spend on paid media like radio, television, newspaper, tabloids or direct mail?

How much do you intend to spend on other campaign items like volunteer cards, notepads, parade accessories, event supplies, rallies?

FIELD PLAN

How will you identify your voters?

How will you mobilize your supporters?

What events and rallies will you plan to deliver your message to voters?

GET OUT THE VOTE PROGRAM (GOTV)

Who do intend to turn out on election day to vote for you.?

What methods do you intend to use to turnout your target groups?

TIMELINE /CALENDAR

When is your election date?

When is the kickoff of the campaign?

What are any holidays, deadlines, debates or other key dates?

CONCLUSION

In writing your campaign plan, your strategy will depend heavily on the type of race you have. Please keep in mind that 95% of incumbents get re-elected. Therefore, if you are a challenger that intends to be a part of the 5%, you must 1) be aggressive, 2) door knock every door (at least once), 3) start early, 4) raise a lot of money, 5) use "voting" issues to take voters away from your opponent, and 6) take some risks. If you are running in an open seat, you may also need to take some risks to get the press to pay attention to your campaign. Be creative.