

# **Developing a Campaign Plan**

Planning for a Winning Campaign

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# Overview

1. Assessment
2. Setting a vote goal
3. Starting your team
4. Developing and integrating a budget, communications, and voter contact plan
5. Growing your team
6. Execution

# Assessment

- Assessing yourself
- Assessing your resources
- Assessing the field
- Assessing the electorate
- Assessing the political environment
- Assessing the rules

# Assessing Yourself

- What is your story?
- What is your personal situation?
- What are your goals?
- What are your strengths?
- What are your liabilities?
- Who is your network?

# Assessing your Resources

- What kind of financial commitment can you make to your campaign?
- Who in your network can you ask for money?
- Who in your network can you ask for advice?
- What will be the role of caucus committees?

# Assessing the Field

- Who else is running or likely to run?
- How do you fit into and stand out from the field?
- What are your opportunities to draw contrasts?
- What are your opponents liabilities?
- What kind of resources will your opponent have?

# Assessing the Electorate

- Who lives in your district?
- What type of cycle is it and how will that impact turnout?
- Who are YOUR voters?
- Who AREN'T your voters?

# Assessing the Political Environment

- Who has a stake in your election and where do they stand?
- What exterior forces are at play?
- What other races are going on and what impact will that have?
- What is the level of media interest in your race?

# Assessing the Rules

- Who is eligible to run?
- How do I form a political committee in this jurisdiction?
- What campaign finance rules govern this office?
- How do I gain access to the ballot?
- How is the winner determined?

# Setting a Vote Goal

- Use historical data from like elections to approximate turnout
- Consider novel circumstances that may change historical trends
- Set win number

# Starting Your Team

- Advisors
- Senior staff
- Donors

# Advisors

- Your network
- Caucus committees

# Senior Staff

- What to look for
- Setting expectations
- Duties at this point:
  - Developing a budget, communications, and voter contact plan
  - Fundraising

# Donors

- Your personal network
- Institutional donors in district/region
- District Stakeholders
- Office Stakeholders
- Interest PACs
- Issue PACs
- Identity PACs

# Developing a Budget

- Brainstorm potential donors and set target contributions and likelihood to give
- Try to raise more than your target, but assume you'll raise less
- Determine fixed costs and estimate variable costs based on communications and contact plans
- [Sample Budget](#)

# Developing a Communications Plan

- What is(are) your message(s) and how can they be delivered effectively?
- What resources can you devote to communications?
- What is the nature of your media market and where do you fit?
- Is earned media realistic? if so how do you maximize it's potential?

# Developing a Communications Plan

- Media Mix
  - Earned Media
  - Broadcast TV
  - Cable
  - Mail
  - Social Media
  - Online Ads

# Developing a Voter Contact Plan

- Targeting
  - Demographic
  - Geographic
  - Phone Universe
  - Door Universe
  - Mail Universe
- Delivery
  - Volunteers
  - Paid
- Contact
  - Identification
  - Persuasion
  - GOTV
- Methods
  - Canvassing
  - Phonebanking
  - Events

# Integrating your Plans

- Determine fundraising target
- budget fixed costs
- Develop communications and voter contact plans in light of resources available
- budget variable cost broadly by category
- refine media mix and contact allocations with expert assistance

# Growing Your Team

- Staff
- Vendors
- Volunteers
- Supporters

# Staff

- Staff roles
  - Campaign Manager
  - Fundraiser
  - Communications
  - Field
  - Scheduling
  - Policy/Research
- Size and scope
- Finding staff

# Vendors

- Polling/Research
- Fundraising
- Mail/Printing
- TV
- Communications
- Targeting
- Voter Contact

# Volunteers

- Personal Network
- Extended Network
- Local Party Committees

# Supporters

- Personal Network
- Engaged community members

# Execution

- Follow your plan
- Regularly reassess
  - Daily budget review
  - Danger days
- Consider the whole picture when making adjustments

# Resources

- [NDI Campaign Planning Manual](#)
- [Progressive Majority Targeting and Voter Contact Presentation](#)
- [Candidate Project Campaign Budget Guide](#)

NOTE: Some of the resources linked to above are presented from a partisan perspective, however they are included here because they include useful information on various aspects of Campaign Plan development, regardless of party.