

## ***Topics: The Campaign Manual Series***

### ***Topic 1 - The Development of Campaign Strategy***

- A Definition of Campaign Strategy
- The Political Consultant - what can I expect

### ***Topic 2 - Characteristics of the Candidates***

- Physical, Intellectual, Emotional Characteristics - you and your opponent
- What's so important about Name ID and Favorability Ratings
- History - Personal, Career, Civic - what to focus on

### ***Topic 3 - The Candidate***

- The Candidate - Appearance and Image
- Candidate Checklist - Questions to be asked ♦. and answered
- Candidate Do's and Don'ts - avoiding campaigning mistakes that hurt
- Candidate Fund-raising Activity - are you cut out for it?
- Developing "a thick skin"
- Protecting the family - is it their campaign too

### ***Topic 4 - Characteristics of the Campaign***

- Financial Resources
- Personnel Resources
- District Demographics
- District Geographic, Economic, Voting Characteristics
- Media Characteristics of the District
- Impact of Other Races, Election Regulations, Time Constraints
- Impact of Financial Constraints

### ***Topic 5 - Developing and Implementing the Game Plan - Part 1***

- Starting with the Candidate's Campaign
- Prepare, prepare, prepare - The Campaign Task List
- Without a plan ♦. is the campaign over
- Implementation - It's time for the action
- Understanding the voting groups
- Understanding voter methodologies
- Considering a prototype plan
- Building Name ID ♦ how, how much
- How to create that favorable impression

## ***Topic 5 - Developing and Implementing the Game Plan - Part 2***

- Communicating the right message to the right voter group
- Cost effective communications with voter groups
- What to communicate to voter groups
- Establishing and reaching voter objectives
- Media strategy ♦ what's free ♦ what's not - getting coverage
- Campaign Activity - what are the choices
- What activity to use when - do's and don'ts
- GOTV - getting out the vote - strategies and techniques

## ***Topic 6 - The Game Plan, Budget, and Cash Flow***

- Why create a budget after you've created the Game Plan
- Are two budgets necessary
- Creating The Preface
- Developing the Political Timeline
- Creation of a realistic campaign budget
- Crisis management and damage control

## ***Topic 7 - Organizational Flow Chart***

- The Campaign Organization - the foundation to success

## ***Topic 8 - The Finance Committee***

- Recruiting and organizing the committee
- Why Objectives
- Finance Committee Methods - tools to the end
- Letting the budget be the driving force
- Making use of the Internet ♦ the truth

## ***Topic 9 - The Fund-raising Game Plan***

- Focusing on the fund-raising campaign
- Getting specific - the timeline and fund-raising schedule
- The Fund-raising Direct Mail Program - targeting for success and savings
- The PAC solicitation program
- Out-of-District Fund-raising Program
- Organizing major and minor (Fund-raising) events
- What about the Candidate's role

## ***Topic 10 - What the Opponent Will Be Doing***

- First Stage - strategy and activity

- Second Stage - campaigning gears up
- Third Stage - moving into high gear
- Opposition Strategy and Tactics - how to counter

### ***Topic 11 - Variations for Other Type Campaigns***

- Spend time focusing on and getting the answers to your questions about the differences regarding your campaign district.
- Learn the differences between The Congressional, the State Legislature and local campaigning techniques as they apply to your campaign

### ***Topic 12 - Sample Plans That Work***

- Discuss and create sample Political Game Plans and Field Operations Manual based on plans that work
- Discuss and create a sample Finance Committee Operations Manual based on your new understanding of campaign finance needs
- Review a sample Phone Bank Operations Manual that works