

Rebecca
THOMPSON

the
CAMPAIGN
STARTER KIT

Campaign Planning Workbook

THE CAMPAIGN STARTER KIT | CAMPAIGN PLANNING WORKBOOK

*The Ultimate Guide to Planning, Launching, and Running Your
Campaign for Elected Office*

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PART ONE | THE BASICS:

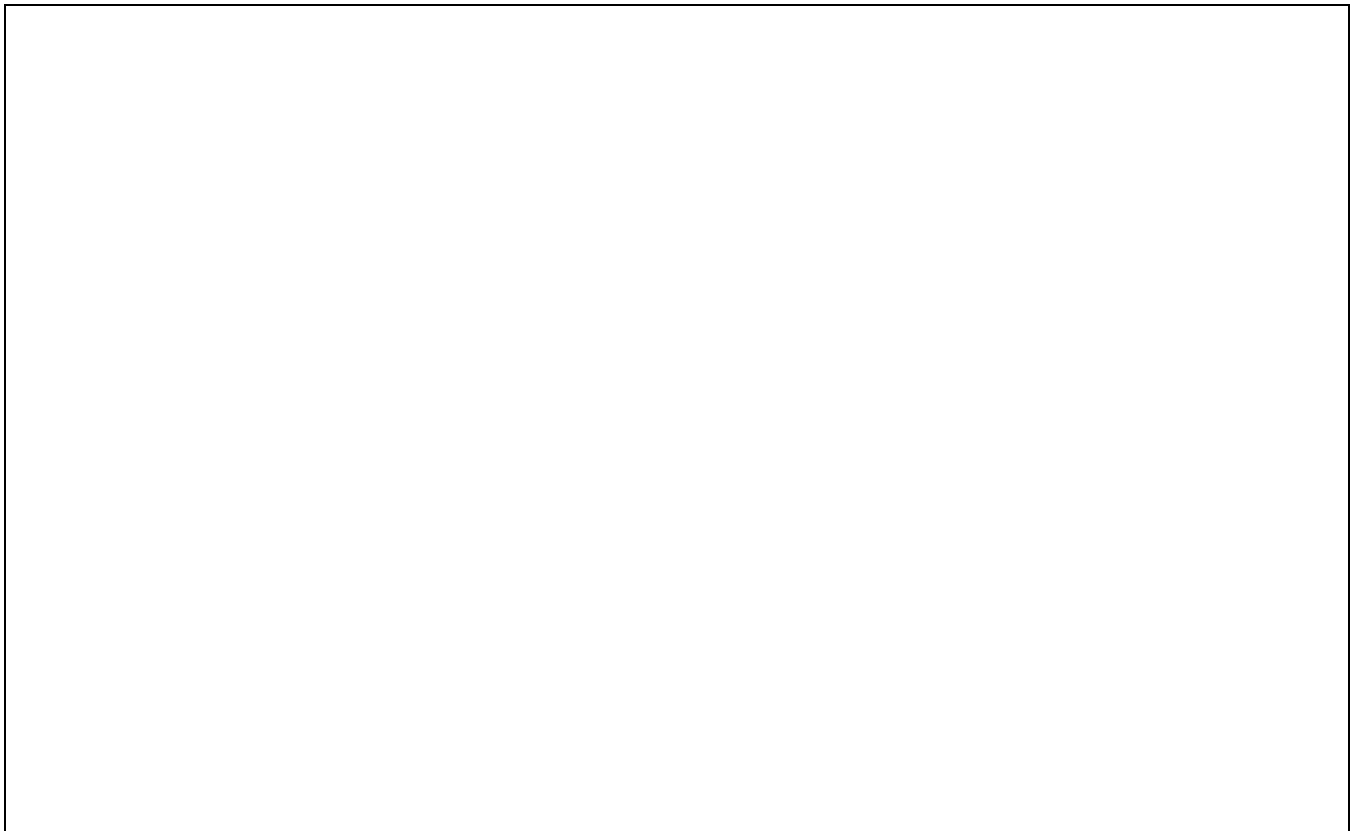
Which position are you running for?

When is the primary election? General election?

If you begin your campaign now how many months/years will you have to campaign?

DISTRICT DEMOGRAPHICS

Copy and paste a map of your district:



Which neighborhoods/zip codes are in your district?

What is the total population?

Percentage of men/women?

Median Age:

Race Breakdown:

Total # of households:

Median Household Income:

% Below Poverty:

YOUR IDEAL VOTER

Getting clear about your ideal voter is the foundation for any great campaign. Understanding not only who they are but what they care about (and struggle with) will ensure that your strategy is developed with them in mind.

What is your ideal voter's name?

Age:

Neighborhood:

Ethnicity?

Education Level:

Industry/Job:

What does a typical day look like for them?

What keeps him/her up at night?

What are 3 things they struggle with?

How has government helped or hurt them?

What are their top 3 issues?

1)

2)

3)

POLITICAL CLIMATE

Who currently holds the seat and when were they elected?

How many votes did they receive and who else ran?

List the vote totals from the past 3 similar elections (i.e. compare a primary to another primary):

ELECTION YEAR	# OF VOTES	CANDIDATES
		1)
		2)
		3)
		1)
		2)
		3)
		1)
		2)
		3)

What other important races are happening during this election cycle (i.e. is there a presidential election happening that might increase voter turnout)?

PART TWO | FIELD STRATEGY:

EXPECTED TURNOUT

How many registered voters are in your district?

In this section we'll calculate the **expected turnout** (the percentage of voters that you can estimate will actually vote) in the election. You'll need the total number of registered voters for the past 3 elections as well as the number of people who actually voted in each (you can get this info from your local city or county clerk's office). Here's an example:

ELECTION YEAR	ACTUAL/REGISTERED VOTERS	TURNOUT
2014	7,543/25,548	= 29%
2012	10,342/32,434	= 31%
2010	8,465/33,374	= 25%

Now, calculate the average of all three turnout percentages and divide by 3: $29 + 31 + 25 = 85$

$$85/3 = 28\% \text{ expected turnout}$$

Now, calculate the expected for your election:

ELECTION YEAR	ACTUAL/REGISTERED VOTERS	TURNOUT
		= %
		= %
		= %

What is the expected turnout percentage?

WIN NUMBER

In this section we'll calculate the most important part of your plan - your win number. Let's use an example:

# OF REGISTERED VOTERS	33,374
EXPECTED TURNOUT	28%

Total # of registered voters (33,374) x **expected vote** (28%) = 9,344
 (based on this example we can estimate that 9,344 people will vote in the election)

Now, let's assume there are two candidates in the race:

$$9,344 \times 50\% + 1 = 4,673$$

(to win an election you need 50% + 1 vote but since we don't want to win by just one vote let's add a cushion)

$$9,344 \times 50\% + 1 (+10\% \text{ cushion}) = 5,140$$

Win # = 5,140

Now it's your turn:

# OF REGISTERED VOTERS	
EXPECTED TURNOUT	

Total # of registered voters () x **expected vote** () =

() x 50% + 1 = ()

() x 50% + 1 (+10% cushion) = ()

Win # =

PRECINCT PRIORITIZATION

How many total precincts are there in your district?

PRECINCT PRIORITIZATION			
PRECINCT	# OF REGISTERED VOTERS	# OF DOORS	# OF PHONES

VOTER CONTACT CHEAT SHEET + GOALS

One of the biggest challenges when setting voter contact goals is having a sense of what you can actually accomplish. Here's a quick cheat sheet to help calculate your goals (assuming 3 hour volunteer shifts):

CONTACT TYPE	DOORS/CALLS PER HOUR	CONTACTS PER HOUR
DOOR TO DOOR CANVASSING	20-25 (urban area)	5-6
	10-15 (suburban area)	3-4
PHONEBANKING	25-30 (ID phase)	7-10
	20-25 (persuasion phase)	5-7
	30-35 (GOTV)	10-15

How many days per week will you knock on doors? On which days?

How many hours per week will you knock?

When will you begin door knocking? How many weeks will you have between then and Election Day to canvass?

How many times do you plan to knock each door?

How many total doors will you knock?

Here's an example:


Beginning in March 2014 Rebecca will begin the ID and persuasion phase of the campaign:

4 days per week (Thursday, 6-9pm, Friday, 2-5pm, Saturday 10am-1pm & Sunday 4pm-7pm)

3 hours per day x 4 days per week = 12 hours per week

12 hours per week x 30 doors per hour = 360 doors per week

360 doors per week x 13 weeks = 4680 total doors



VOTER CONTACT TIMELINE			
TIMEFRAME	ACTIVITY	UNIVERSE	DESCRIPTION

PART THREE | FUNDRAISING:

What is your fundraising goal? When do you plan to have met this goal?

What is the maximum amount donors can contribute to you?

FINANCE COMMITTEES

In this section we'll identify your finance committee - or the group of people who will help you reach your fundraising goal. These should be people you know and have relationships with and who would be willing to contribute or raise larger amounts.

List 3-5 people who you will ask to be a member of your finance committee:

NAME	FUNDRAISING GOAL

How much of your budget do you plan to raise from your finance committee?

CALL TIME

How many days per week will you make fundraising calls and on which days?

How many hours per day?

What is your fundraising goal per hour?

How many weeks will you be fundraising?

Here's an example:

DAY	Monday	Tuesday	Thursday		
HOURS/DAY	5pm-6pm	6pm-8pm	5pm-6pm		

4 hours per week x 3 days per week = 12 hours per week

12 hours per week x 13 weeks = 156 hours

156 hours x \$50 per hour = \$7,800

Now, it's your turn:

DAY					
HOURS/DAY					

How much of your budget do you plan to raise from call time?

FUNDRAISING EVENTS

Events can be an integral part of your campaign - but only if they are strategic. Here are a few things to keep in mind when hosting fundraisers:

- *Always have a host committee (5-10 people who help raise money for the event)*
- *Use a free or low cost event space*
- *Have host committee members contribute or cover the costs of food + drinks*

Here's an example:

EVENT	TIMELINE	GOAL
DC Happy Hour	January 2017	\$5,000
Birthday fundraiser	February 2017	\$7,500
Campaign Kickoff	March 2017	\$10,000

Now, for each event we'll figure out how we'll actually reach our goal:

EVENT PLAN	
Event	DC Happy Hour
Goal	\$5,000
Ticket levels	\$500 (Co-Chair)
	\$100 (Host Committee)
	\$50 (suggested minimum)
	\$25 (young professional)

$2 \text{ Co-Chairs} \times \$500 = \$1,000$
 $15 \text{ host committee members} \times \$100 = \$1,500$
 $40 \text{ attendees} \times \$50 = \$2,000$
 $20 \text{ attendees} \times \$25 = \$500$
 Attendance goal = 77 people

To ensure you actually reach your attendance goal build in a 30% flake rate (roughly 30% of the people who RSVP won't attend). By having people pay for tickets in advance to RSVP even if they don't attend you still raise money.

Now it's your turn:

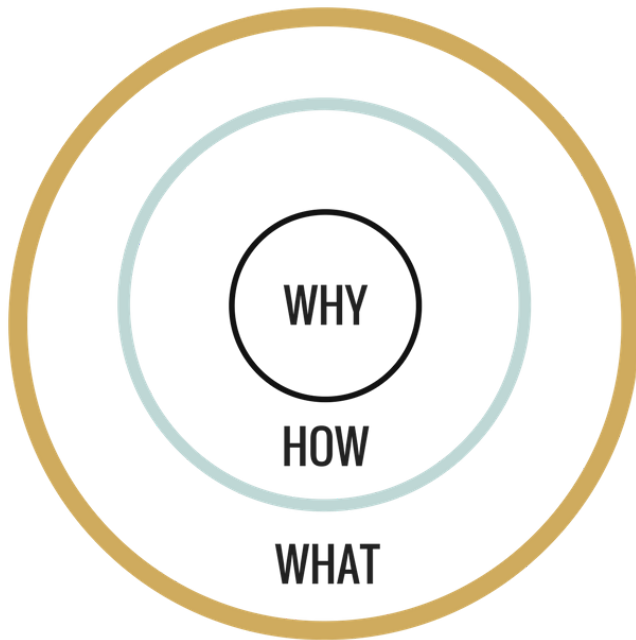
EVENT	TIMELINE	GOAL

EVENT PLAN	
Event	
Goal	
Ticket Levels	

PART FOUR | MESSAGING:

UNDERSTANDING YOUR WHY

The difference between good leaders and great ones is that great leaders understand WHY they are motivated to what they do. In Simon Sinek's TedTalk ["Start With Why"](#) he makes the case for starting with this before anything else.



WHY = PURPOSE

What is your purpose (aka your life mission) and how does running for office align with that?

HOW = PROCESS

What are the specific steps that you'll take to achieve your why?

WHAT = RESULT

What do you do? The result of why.

IDENTIFYING YOUR PLATFORM

When most candidates think about developing their issue platforms they immediately think about the issues that have impacted them or that they care about. It's no wonder that when approached this way the platform often doesn't align with the actual voters who live in that community. Here are 3 ways that you'll approach this differently:

ISSUE ID CANVASS	One of the best (yet more time intensive) ways to gauge the issues that your future constituents care about is to ask them directly. Not only will this give you a sense of what their priorities are but you'll actually be able to introduce yourself long before you ask for their vote. You can either canvass a sample of your district or door knock the full universe. You can also identify issues down to the precinct level which will be invaluable later.
PHONEBANK ISSUE ID	In urban communities phone numbers tend to not be as reliable but for those voters that you can actually reach another great way to understand their issues is to call them.
HOUSE PARTY ISSUE ID	If you already have strong relationships in your district a great way to connect with future constituents is to gather with them in small intimate house parties. These will be far more informal and will provide much more candid insight. These house parties should be hosted by a supporter who will invite their friends and neighbors.
ONLINE SURVEY	If you're just starting out you may not have contact information for your voters but you may have personal relationships such as friends or family members who live in the district. You can also share the survey on Facebook and reach out via Facebook Groups to voters who live there.

Sample Issue ID Script:

Hi, is (name of targeted voter) home? My name is Rebecca Thompson and as a lifelong Detroit who deeply cares about our community I'm running for state representative to make sure our voices are heard in Lansing. Too often elected officials go to the capitol with their own agendas which is why I'm here today. What are the top 3 issues you care about that you want to make sure are addressed?

Create your issue ID script below:

ISSUE #1	
ISSUE #2	
ISSUE #3	

THE MESSAGE BOX

One of the best ways to develop your campaign message is to get clear about not just how you'll talk about your opponent but also how they will talk about you. Here's an example:

	US	OPPONENT
US ON:	<ul style="list-style-type: none"> - <i>Raised in the district</i> - <i>Honest</i> - <i>Hardworking</i> - <i>Leader with integrity</i> - <i>Strong progressive voice</i> - <i>Experienced</i> 	<ul style="list-style-type: none"> - <i>Voters deserve better</i> - <i>Can't be trusted</i> - <i>Still up to their old tricks</i>
OPPONENT ON:	<ul style="list-style-type: none"> - <i>Roots are in Washington</i> - <i>Hasn't been back in the district long</i> - <i>Not experienced</i> 	<ul style="list-style-type: none"> - <i>Hard working</i> - <i>Reformed</i> - <i>Has paid their debt to society</i> - <i>Is a voice for the voiceless</i>

Now, it's your turn:

	US	OPPONENT
US ON:		

OPPONENT ON:		

Now that you've identified your "why", the top 3 issues your voters care about, and how you will talk about your opponent you're ready to craft your campaign message!

ONE MINUTE MESSAGE	
ELEVATOR PITCH (30 SECONDS)	

TALKING POINTS	
TAGLINE	
HASHTAG	