
Running a Political Campaign:101

Maryli Secrest

Why are you running for office?

- Why you?
 - Why now?
 - Why this office?
 - What are your core values and vision?
-

First steps

- Identify a treasurer
 - Visit SOTS and SEEC websites for important dates and treasurer training opportunities.
 - Identify and engage your “kitchen cabinet”
 - Identify staff and campaign structure
-

Know the background of your race

- Know your district.
 - I.e. the physical boundaries, registration numbers and electoral history, demographic information and money spent in past elections
 - Know your election.
 - I.e. how will top of ticket and slate candidates affect the race, what outside resources are available, are there other local or national issues that could affect the race?
-

Identify Messaging

- Create your “elevator pitch.”
- Identify the theme of your campaign.
- Identify issues and platform.
- Conduct research and polling when able
- Complete messaging box exercises!

What I say about me	What my opponent says about herself
What I say about my opponent	What my opponent says about me

Messaging should be Concise, Clean, Consistent, Convincing and Contrastive

Identify Vote Goal and Win Number

- Calculate projected voter turnout - average of turnout of past 3+ relevant elections (if possible)
 - Registered Voters x Projected Voter Turnout = Expected Vote
 - Expected Vote \div 2 + 1 = Your Win Number!
-

Targeting and Field Tactics

- Three methods - Targeting using geographic trends, targeting using voter history, and targeting using polling data
 - Some databases have helpful “scores” for voters
 - Recruiting surrogates, volunteers and field staff
 - Phoning and door knocking
 - Visibility
-

Communications

- Earned media
 - Social media
 - Letters to the Editor
 - Press advisories, releases and events
 - Paid media
 - Direct mail
 - Radio and newspaper ads
 - Digital
 - Television
-

Develop a plan

- Consolidate field and communications plans
 - Write a fundraising plan and budget
 - Write a timeline and stick to it!
 - Trust your instincts, stay true to your vision, and have fun!
-