**Campaign Strategy Exercise Handout**

**Given your candidate’s profile, your opponent’s profile and the district profile, we will prioritize our outreach efforts to the following constituencies*….***

* *List types of people in the district that you think would be attracted to you/your candidate without much persuading. These will comprise your potential “base supporters/voters.” Examples might include: women, young people, Republicans, African Americans, Teachers, Unitarians.*

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* *List additional groups to include because they are likely voters and may be* *able to be persuaded to support you/your candidate. Examples might include: people who live in particular neighborhoods, seniors, union members.*

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* *Factoring in voting history—whether folks typically vote or do not vote in elections similar to yours/your candidate’s—who among those you have listed above will you prioritize for outreach and why?*

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**2. The main message of the campaign will be the following.** *Think about what you/your candidate stands for and what message would appeal most to the people you are trying to persuade.*

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**3. The main challenges we have are:**

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**4. Our main strengths and advantages are:**

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