**Winning Campaigns:** *Benchmarks for Success*

# A winning campaign has…

* A clear idea of how many votes it needs to win
* A strategy and a plan
* A strong voter contact program that calls for 1.) 3-6 integrated contacts with the targeted universe of voters, 2.) a maximum amount of person to person contact on the part of candidate and volunteers, and 3.) produces results that are able to be measured against the goal vote
* A voter identification coding and tracking system, a centralized data base and regular qualitative checks on progress
* 3-5 strong key leaders, excluding staff, who are action oriented and dependable
* A committed, capable and energetic campaign manager
* A growing volunteer base
* A fundraising plan and donor base that adequately supports the campaign plan and budget
* A strong GOTV plan

*Strongly preferred:*

* Candidate and campaign manager have a clearly defined division of labor and a relationship of mutual trust and respect
* Field structure is transitioning from centralized to de-centralized
* Organizational support is rooted in the district
* Key leaders and/or staff work together as a team with clearly defined areas of responsibility
* Volunteers are respected, well trained and supervised
* The voter file is in good order, maintained by one person and updated regularly