

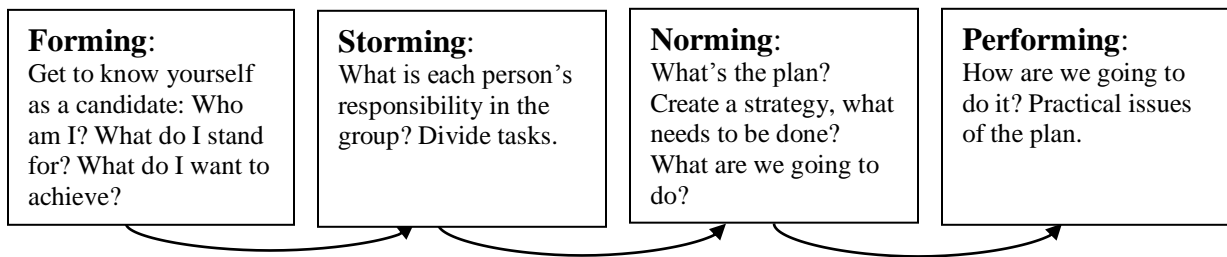
Why Good Campaigns Go Bad....

There are many reasons why seemingly good campaigns can go bad. Stated below are some of the reasons program members mentioned from their own experiences with campaigns:

- campaign is disorganized
- candidate is not sufficiently committed
- campaign takes certain votes for granted – bad targeting
- campaign has several contradicting messages instead of one coherent message
- too little contrast between candidates
- not enough communication/trust between staff
- no implementation of the campaign plan / no plan at all
- campaign focused on voter registration but not on GOTV
- campaign started too late
- not enough money

Campaign team development:

An absolute must for running a successful campaign is having a campaign team that knows how to cooperate and effectively get the campaign message out. Although it is easy to get caught in people's enthusiasm to go out and start working on the campaign immediately, it is essential to sit everyone down first to discuss your issues, your campaign strategy and the various responsibilities of each team member. Make sure to go through the following stages:



Campaign message and strategy

Strategy:

Know your surroundings → character, mood, personality, demographics, economics, daily life of people. Foundation of campaign should be:

- electoral targeting
- demographic targets
- statistics/data

Message:

A successful campaign needs a clear message. Repeat the message over and over. Never change the message, unless major event changes surroundings (e.g. 9/11, Katrina). If

need to change message, get new data first!! Always make sure your message match the 7 C's:

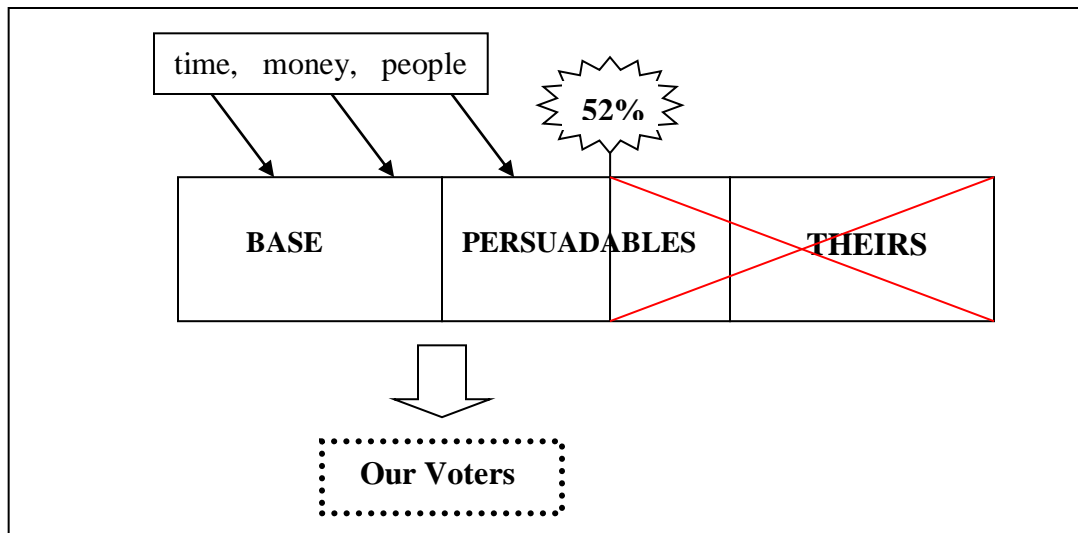
- Clear
- Concise
- Connected
- Compelling
- Contrasting
- Credible
- Consistent

Targeting:

Voters should be divided into three groups:

1. Base: voters who are very likely to support you
2. Persuadables: voters who are undecided, voters who have voted both Democrat and Republican in the past
3. Theirs: voters who are very unlikely to support you

Prioritize on the basis of these three groups when spending your resources. Never focus on group 3 (theirs). It is waste of your time and money and it is very unlikely to increase your votes. Focus mainly on the persuadable group and on the base group, but do not waste time on pursuing votes that you will not get.



When dividing your resources (time and money), make sure to know your district in terms of:

- Demographics (i.e. age, gender, background)
- Geography
- Voter history

Make sure to do a case study of your district, so you know exactly who is in your base and who can be persuaded. Create a timeline for who to target at which point in the campaign. In general, stick to this timeline:

- First two months: BASE
- All of time in the middle of campaign: PERSUADABLES
- Last two weeks: BASE again

Campaign budget division:

It is extremely important for the candidate and campaign workers to meet voters in person. Door to door campaigning should therefore be a major part of the campaign. Fundraising always remains a priority throughout the campaign. Roughly, these are the guidelines for campaign spending:

- 50% on fundraising
- 35% on door to door campaigning
- 15% on events

Complete picture:

