



MY CAMPAIGN PLAN SUMMARY

THE BASICS

What office and district am I planning to run for?

Who serves in that office and what is their party affiliation?

How many terms & years have they served in office?

MY MOTIVATION - Why am I running?

Why do I want to serve my district? What am I passionate about?

PREPARING TO RUN – Looking Inward and Forward

Who do I need to talk with to get ready to run?

What changes will I need to make in my professional and personal life to accommodate the time commitment of running? (For example: letting go of some commitments, arranging child/elder care, getting help with some regular tasks, informing my supervisor, arranging for leave from work, finding new employment, etc)



Who can help me meet my obligations while I am running?

What are some ways that I will relieve stress on a regular basis?

How will I stay connected with my family and loved ones throughout my campaign?

WHEN I WIN

What changes will I need to make in my professional and personal life to accommodate the time commitment of serving in public office? (For example: arranging for leave from work, arranging child care, accommodating my travel, getting paid or volunteer help for constituent relations or policy research, etc.)

Is the position I am running for a paid position? What is the salary? What is the time commitment (hrs/wk)?



Is my employer supportive of me running for office?

Once I am elected, will my employer be supportive and accommodate me serving in office?

Will there be expenses associated with serving in office? How will I meet them?

Is there anything else that worries me about running for office and/or winning? How can I resolve these worries?

Notes:



BEING A DEMOCRAT

Print and read a copy of the Democratic Party of STATE platform, and the National Democratic Party Platform.

What does it mean to be a Democrat? Choose five platform pieces that define you as a Democrat.

1 _____

2. _____

3. _____

4. _____

5. _____

Which part of the platform would have the hardest time defending, and why?

What surprises you?

MY KITCHEN CABINET

Who will I rely on for moral support, encouragement, and constructive criticism?



How will I communicate with them? Regular meetings or one-on-one? How often?

As a candidate, you're going to find that plenty of people want to become a contributing member of your "political campaign team" and share advice about campaign strategy and what you should do when you get elected to office. When people are excited about a political candidate, they want to share their ideas—and you should welcome advice from anyone on the campaign trail, even if you don't ultimately follow it. There's nothing more humbling for a political candidate than getting input from supporters who want to see you win on Election Day. The best political campaign advice that a candidate receives, though, is often from a small, select group of advisers who serve as a sounding board for ideas and strategies that you're thinking of implementing on the campaign trail. This private political campaign team—or "kitchen cabinet" as it's referred to in some political circles—usually consists of friends and colleagues whose opinions you admire and trust.

President Andrew Jackson, who often met in the White House kitchen with some of his closest friends to discuss political strategy and government business, first coined the term "kitchen cabinet". And while you might not necessarily meet with your special campaign team in your kitchen or even in your living room, it's important that you define prospective members of your kitchen cabinet before launching your political campaign. The best members of a kitchen cabinet team aren't always party insiders or people with political campaign experience. While it's good to include other elected officials on your team, **the duplicitous nature of politics sometimes means that you can't entirely trust other politicians with every intimate detail of your campaign—even if they are members of the same party.** In fact, **some of the most valuable advice you'll receive will likely come from close friends, relatives and colleagues who don't have much experience with political campaigning at all.** To be successful, a political candidate for office needs genuine moral support, encouragement and constructive criticism—none of which are likely to come from party hacks or elected officials with agendas of their own.

Instead, look to members of your own family, close friends and associates whose opinions you value to make up your kitchen cabinet campaign team. Let them know before you launch your campaign that you'd like to bounce ideas off of them in the future, and that you need them to offer their genuine opinions and ideas. If they don't think that they have the political know-how to help, let them know that you want them to be a part of your campaign team because of their common sense and trustworthiness—not for their political acumen. Your kitchen cabinet doesn't necessarily have to be a group that has scheduled meetings together, but it does need to consist of people who you trust completely and who you know will offer their honest opinions without ulterior motives.

So, who will be the members of your kitchen cabinet? By putting together your trusted political campaign team early, you'll ensure that you have a reliable sounding board for identifying the most effective tactics to use on the campaign trail.



MY DISTRICT

Registered Voters

Number Dem _____ Repub _____ DTS _____ Total _____

Percentage Dem _____ % Repub _____ % DTS _____ % Total 100%

Democratic Performance: _____

Ethnicity

Key age groups

Gender

% Dem Women _____ % Dem Men _____ % Repub Women _____ % Repub Men _____

What are the hot issues in my district?

What are the hot issues in my race?

Groups that I am already involved with:

Key Constituency Groups I need to meet with:



Key Individuals I need to know: Community Leaders, Neighborhood Associations, Nonprofit Leaders

Democratic Party Officials: County Chair, Ward Chair & Others

Elected Officials:
Legislators:

City Councilors:

County Commissioners

Other Contacts: (Both Statewide and Local)



CONSIDERING HOW I CAN MAKE A DIFFERENCE

What are some critical issues that impact communities of color in my district?

What are some issues important to other communities dealing with oppression, difference, or discrimination?

What can I do as a candidate to reach and connect with all the communities that make up my district?

Notes:



RESEARCHING PAST ELECTIONS: VOTES IN MY RACE

Last General Election: Year _____

Candidate 1 _____ Votes _____

Candidate 2 _____ Votes _____

Candidate 3 _____ Votes _____

Candidate 4 _____ Votes _____

Candidate 5 _____ Votes _____

Total Votes _____

Same Year Primary Election: Year _____

Candidate 1 _____ Votes _____

Candidate 2 _____ Votes _____

Candidate 3 _____ Votes _____

Candidate 4 _____ Votes _____

Candidate 5 _____ Votes _____

Total Votes _____

Previous General Election: Year _____

Candidate 1 _____ Votes _____

Candidate 2 _____ Votes _____

Candidate 3 _____ Votes _____

Candidate 4 _____ Votes _____

Candidate 5 _____ Votes _____

Total Votes _____

Previous Primary Election: Year _____

Candidate 1 _____ Votes _____

Candidate 2 _____ Votes _____

Candidate 3 _____ Votes _____

Candidate 4 _____ Votes _____

Candidate 5 _____ Votes _____

Total Votes _____



ENGAGING VOTERS

You will need election results from the last 3 elections in the race you are interested in running in to estimate the expected vote in your race.

How many votes do you need to win?

- $(50\% \times \text{Expected Vote}) + 1 = \text{Win Number}$
 - EV=Expected Vote
- $\text{RV} \times \text{PVT} = \text{EV} \times 52\% = \text{Vote Goal}$
 - RV=Registered Voters
 - PVT=Projected Voter Turnout
 - Vote Goal is 52% of Expected Vote

My Win Number: _____ My Vote Goal: _____

Why We Shouldn't Talk to Everyone

	Strong Democrats	Swing Voters (Persuadable)	Strong Republicans
Always Vote	Support you and will vote regardless	Primary Targets They'll vote but you need to convince them to vote for you	Will vote but won't vote for you
Sometimes Vote	Secondary Targets Support you but need pushing to go out and vote	Tertiary Targets Need persuading then urged to vote if they support you	Might not vote and won't vote for you
Never Vote	Would support you but won't vote	Won't vote and would need persuading to vote for you	Won't vote and wouldn't vote for you

My theory of winning: who do I need to reach to win?



The average volunteer for canvassing will reach 15-20 doors in an hour in an area that is easy to walk (i.e. homes closer together, sidewalks). That volunteer will likely reach 5-10 people in that hour. Other methods of voter contact include phone, mail, radio, and TV.

How will I reach these voters and how many times? (I.e., contact each voter 5 times: once on the door, once by phone, 3 times by mail)

Get a Sense of the Canvassing Tasks Ahead

Given my vote goal, how many hours of volunteer time will it take to knock on each door?

(Divide vote goal by 15) _____

Given the time available for my race, how many volunteer hours do I need per week?

Divide hours needed / by _____ # weeks until Election Day = _____ volunteer hours per week.

How many volunteers is that? _____ -hr shifts (Shifts can be 2-4 hours) _____ vols

MY CAMPAIGN BUDGET

Not all campaigns require a budget amount in each of these categories. It's up to you and your team to make strategic decisions about the best use of your funds.

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	TOTAL
Campaign Manager										
Field Director										
Volunteer Coordinator										
Finance Director										
Printed Materials										
Postage										
Radio										
Research										
Supplies										
Phones										
Polling										
Paid Phonebank										
Signs										
TOTAL										

Notes:



FUNDRAISING

Is the office I am running for eligible for public financing? _____

My Fundraising Goal: Primary \$_____ General \$_____

Sample Fundraising Timeline (put this side by side with your budget and overall campaign timeline to make sure you are raising enough money in time to make needed campaign expenditures)

Date	Amount	How? Call time, events, online

Finance Committee Members (People who will help me fundraise)

Event Hosts

I will brainstorm people & groups of people I can call for contributions below. I will create a fundraising prospects database (excel works great!) and bring it to class. The database will consist of 50 people – family, friends, co-workers, colleagues, neighbors, etc (people that will support me, my values and my desire to hold public office.) I will make sure the database includes each person’s name, phone number, email, and mailing address.



How much money did each candidate raise and spend in the last election cycle? If possible, break down money raised for the primary and general election).

Candidate 1: _____
 Total raised: Primary _____ General _____
 From Individuals? Amount _____ # of Contributions _____
 From PACs? Amount _____ # of Contributions _____
 From Elected Officials? Amount _____ # of Contributions _____
 From In-kind donations? Amount _____ # of Contributions _____
 # Contributions: Under \$100 _____ \$100-\$500 _____ Over \$500 _____

Self-Loan Amount _____

Candidate 2: _____
 Total raised: Primary _____ General _____
 From Individuals? Amount _____ # of Contributions _____
 From PACs? Amount _____ # of Contributions _____
 From Elected Officials? Amount _____ # of Contributions _____
 From In-kind donations? Amount _____ # of Contributions _____
 # Contributions: Under \$100 _____ \$100-\$500 _____ Over \$500 _____

Self-Loan Amount _____

Candidate 3: _____
 Total raised: Primary _____ General _____
 From Individuals? Amount _____ # of Contributions _____
 From PACs? Amount _____ # of Contributions _____
 From Elected Officials? Amount _____ # of Contributions _____
 From In-kind donations? Amount _____ # of Contributions _____
 # Contributions: Under \$100 _____ \$100-\$500 _____ Over \$500 _____

Self-Loan Amount _____

Candidate 4: _____
 Total raised: Primary _____ General _____
 From Individuals? Amount _____ # of Contributions _____
 From PACs? Amount _____ # of Contributions _____
 From Elected Officials? Amount _____ # of Contributions _____
 From In-kind donations? Amount _____ # of Contributions _____
 # Contributions: Under \$100 _____ \$100-\$500 _____ Over \$500 _____

I will compose a letter asking for money for my campaign.



SELF/OPPOSITION RESEARCH

What am I most worried about my opponent knowing about me? What else will they say about me?

What will I say if/when they know this?

What do I know about my opponent? (start with basics.)

Who are my opponent's biggest contributors?

How much money has my opponent raised in their last race and what did they spend money on?

What are my opponent's biggest legislative/policy accomplishments? Are there any contradictions in what they say and what they actually voted for?

How will I contrast myself from my opponent (contrast does not automatically mean negativity)?



MY MESSAGE

Message Box

What you say about YOU	What your opponent says about her/himself.
What you say about your opponent.	What your opponent says about you.

What key themes and messages should my Stump Speech include? What are my most important values? What issues am I passionate about? What will my voters connect with?

Notes:



MY STUMP SPEECH

Public speaking will be an essential tool you utilize to connect with voters. A speech is an important opportunity to explain who you are, what you believe in, and what voters can expect from you when you are elected. It may be your only chance to ask for their vote, their money, or their volunteer time. You need your stump speech for fundraisers, campaign events, and community gatherings. You may deliver your “stump” speech several times a day or week for months until election day - so it’s important to get it right! **You have 2 minutes!**

What are the components of a winning stump speech?

- An opening that captures the attention of the audience and gets them ready to go with you.
- Broad values and beliefs that are connected to specific examples that your audience will relate to and understand.
- A closing that asks for their support, their vote, and their volunteer time.
- Clear identification of your name and the office you are running for.

Focus on your message: what do you want to communicate about your values to voters and supporters? This should be a thread woven throughout. *Equity, equality, caring, freedom, responsibility, transparency, service, cooperation, etc.*

Are there specific characteristics about you that really demonstrate some of these values or a connection to your district? Is there an anecdote you can share? *For example, your occupation, your childhood, your volunteer work.*

Are there specific examples of issues or situations that you would like to champion or change? *What do your voters care about? What would you do about it? Why do you care?*

Why are you the best candidate? *Connect to your personal story & attributes. You may choose to talk about your opponent.*

What do you want them to do after hearing your speech? *Vote for you, volunteer their time for your campaign, make a contribution, go to your website, etc.*

Once you are done with your first draft, read it aloud and time it. Then ask, would someone who was meeting me for the first time understand what I’m about after hearing this 2-minute speech? Would they want to know more? Would they vote for me, write a check for me, meet me in their free time to knock on doors with me? Now edit!



Create and edit your 2-minute stump speech, practice it without notes, and bring a copy to class.

MY ENDORSEMENTS

What are key endorsements I will seek? What are their deadlines?

Organization	Method (Questionnaire, Interview, etc)	Contributions? (y/n)	Deadline	Contact Person

What policy topics and constituencies do I need to research and gain more familiarity ? Who can help me with each topic?

Topic _____ Contact _____

Topic _____ Contact _____

Topic _____ Contact _____

Topic _____ Contact _____

Topic _____ Contact _____

Topic _____ Contact _____

Topic _____ Contact _____

Who are some people in my district from whom I can earn endorsements? (Look back at page 7)

Who are some current & former elected officials (in your area, and statewide) from whom I can earn endorsements?



MY CAMPAIGN TEAM

The same person may serve in multiple roles, depending on the campaign

	Name(s)	Duties	Paid or volunteer? Hrs/week
Campaign Manager			
Field Director			
Volunteer Coordinator			
Treasurer			
Finance Director/ Finance Committee Chair			
Online/Social Media Manager			
Data Manager			

Volunteers to get me started, those who believe in me, my message, and/or my values.

How will I reach these first volunteers? By when?



SAMPLE CAMPAIGN TIMELINE

This is an outline, your timeline may be much more detailed and should include activity for each month. You need to make strategic decisions about whether or not to do all of these activities.

Date(s)/Time Frame	Budget Required	Volunteers Needed	Activity
			Draft Campaign Plan
			Gather signatures
			Submit signatures
			File Campaign Committee
			Campaign Finance Reporting
			Announce my candidacy
			Voter Registration
			Voter ID
			Doorknocking
			Phoning
			Persuasion
			Doorknocking
			Phoning
			Seek Endorsements
			Mailing #1
			Mailing #2
			Mailing #3
			GOTV Absentee Voting
			GOTV Early Voting
			GOTV Election Day