

# Campaign Organizing

Middlesex County GOP Campaign School

June 16, 2018



# Five Plans

- ✓ Fundraising Plan
- ✓ Budget
- ✓ Communications Plan
- ✓ Grassroots & Coalitions Plan
- ✓ Paid Media Plan

# Fundraising Plan

- Go through your contacts and assign everyone a value
- Build out events for both high and low dollar donors
- Regularly schedule time to call donors
- Email/online fundraising
- Direct mail fundraising
- Find someone with experience to handle ELEC compliance and treasurer duties

# Budget

## Expenses

- Overhead
  - Staff
  - Consulting
  - General Expenses
- Polling
- Voter Contact
  - Direct Mail
  - Phones
  - Television
  - Newsprint
  - Digital
  - Radio
  - Collateral Material

## Revenue

- Finance Plan

## Cash Flow

- Starting Cash On Hand
- Revenue
- Expenses

# Communications Plan

- Research your opponent
- Study your own vulnerabilities
- Execute a survey
- Build a social media strategy
- Create an earned media plan
- Prepare for debates

# Grassroots and Coalitions Plan

- Target the voters you will need to reach
- Build a grassroots voter contact plan for persuasion
  - Door to door
  - Phone banking
- Do outreach to build coalitions
- Have a vote by mail push and chase program
- Make a GOTV plan

# Paid Media

- Key to paid media – Dominate the most common medium
- Direct Mail
- Digital Marketing
- Radio
- Television/Cable