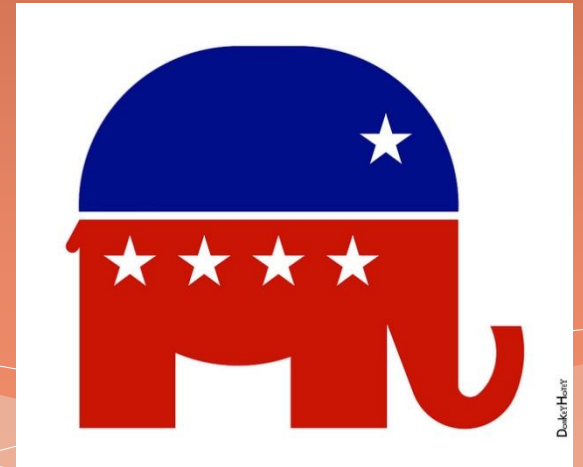


**Freeholder  
Brian D. Levine  
(former Mayor)  
(former Councilman)**

*Middlesex County  
Campaign School  
June 16, 2018*



# I Love What I Do – You Will, Too



- \* I love to campaign
- \* I love to meet people
- \* How did I win several elections in a 3-1 Democrat Town?
- \* Thank you for the Invitation

# Overview



# My Background

**My Town – approx 3 – 1 Democrat  
Councilman (Ward) – 2 times**

**Mayor – 3 times**

**Freeholder – 1 time (so far)**

**Next – ? ?????**

**I WANT you to win**

**The residents of Middlesex County deserve  
your Intergrity & Service**



# Objective

Win Elections

Let You Know It Can be Done

Enjoy the Process

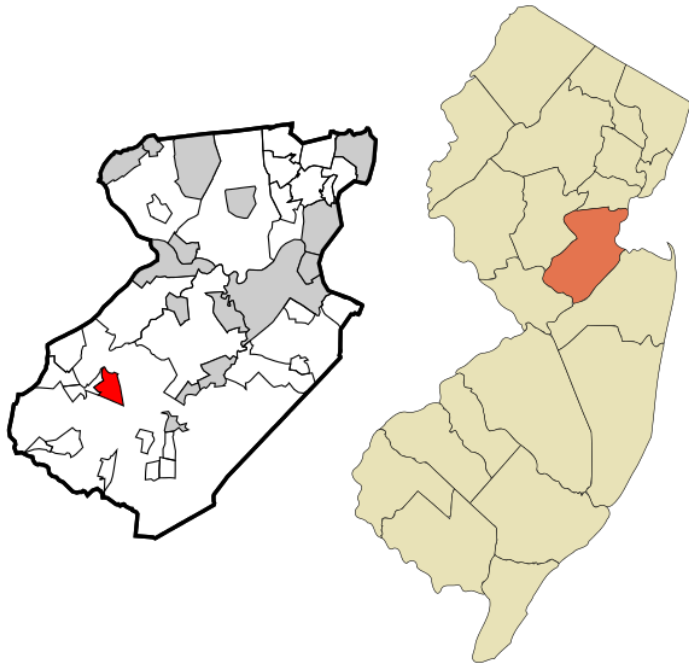
Make Middlesex County a Better Place

# Who is Brian D. Levine ?

- \* Freeholder – Somerset County
- \* Mayor – Franklin Township
- \* Councilman
- \* Governor Appointee
- \* CPA
- \* MBA
- \* Investment Planner
- \* Business Owner
- \* Former Fortune 500 Director of Corporate Financial Planning
- \* Non-profit Board Member
- \* Family Man
- \* Mistake Maker



# I Grew Up Here in Middlesex County



# How Did I Win?

**Simple Answer;  
*Then Elaborate***

**Stems from  
*Chess***





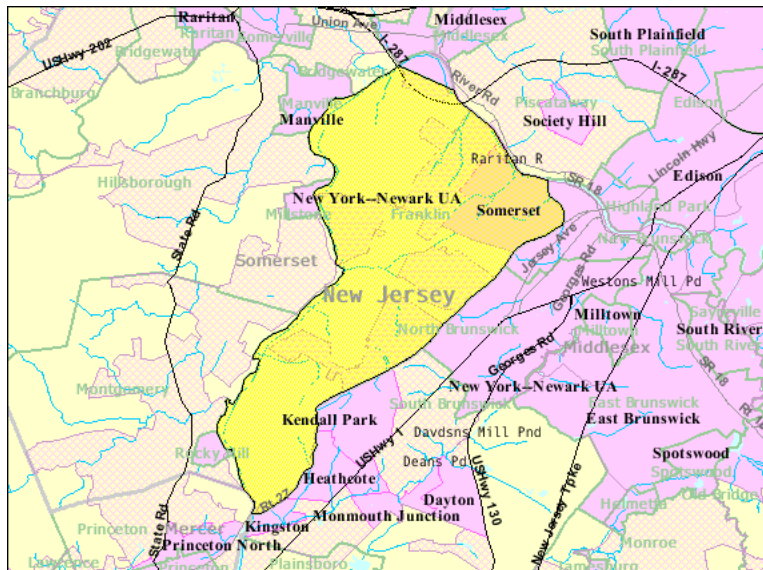
# My Start



# I Was Supposed to LOSE

Franklin Township,  
Somerset County, New  
Jersey

**BUT I did not  
know that**



# Plan, Think, Hard (but fun) Work

**Knock, Knock;  
Then Knock Some More**



**Micro Issue**



# Go to Events

Fish fries

Pancake breakfasts

School plays

Ribbon cuttings



# My 1<sup>st</sup> Re-Election as Councilman

I am the last election left

One district left

I am out-registered in this  
district

expected to lose it

Out of thousands of votes, 6  
votes separate us

BUT.....

2 weeks earlier





# What Issue is Important to Particular Areas?

**Dems gave me the issue**



**Distribute Flyers**  
**Think**  
**\$ is Good, but not everything**



# 1<sup>st</sup> Mayor Race

**New Position:  
Separately Elected  
Mayor**

**\$ vs. Lack of \$**



- \* Opponent:
- \* School Principal in Town 25 years
- \* We were outspent approx \$150K to \$20K
- \* They had
- \* Radio ads
- \* TV ads
- \* Mailers
- \* Flyers
- \* Rented a bus to drive around town

# They Were Confident, But....

## I Wanted It More

*“Brian, it is nice that you are running, but you really do not have a chance.”*

I stood at a busy intersection the morning before, and morning of, the election

- \* No magic
- \* I used my methods:
  - \* Get around
  - \* Knock on doors
  - \* Look for micro issues

**Vote Brian Levine  
for Mayor**



# Every Vote Counts

- \* Every Action
- \* Every Knock
- \* Every Nuance
- \* Every Micro Issue
- \* Every Visit
  - \* **All Counted**

- \* Won 2<sup>nd</sup> Term as Mayor
- \* Then a 3<sup>rd</sup>
- \* **Employed Same Techniques**
  
- \* **But Campaigning is a Year Round Endeavor**

# I Want You to Win

- \* *I am willing to help you*

- \* *My email:*

- \* *[BDLCPA@aol.com](mailto:BDLCPA@aol.com)*

- \* *My phone #s:*

- \* *Office: 732-846-5454*

- \* *Cell: 732-213-5535*

- \* *The residents of Middlesex County deserve:*

- \* *Your Victory*

- \* *Your Fairness*

- \* *Your fiscal conservatism*

- \* *Your openness*

- \* *Your responsive government*

- \* *You*