



GOP Campaign School 2019

Running to Win

April 13th 2019

Old Bridge Senior Center

Rt 516 and Cottrell Road



Where do I begin?



First Steps



Everything begins with
the resolve to take the first
step. From that action,
wisdom arises and change
begins. Without action,
nothing changes.

(daisaku ikeda)



Plan

- Candidate(s)
- Team
- Message
- Materials
- Schedules
- Events
- Wrap-up



Selecting a Candidate

- Known to the community
- Previous community service
- Available (no or few work/family restrictions)



Organizing your team

- Volunteers
- Meeting schedules
- Designating tasks



Team Volunteers to oversee:

- Social Media
- Vote by Mail
- Analysis
- Inventory



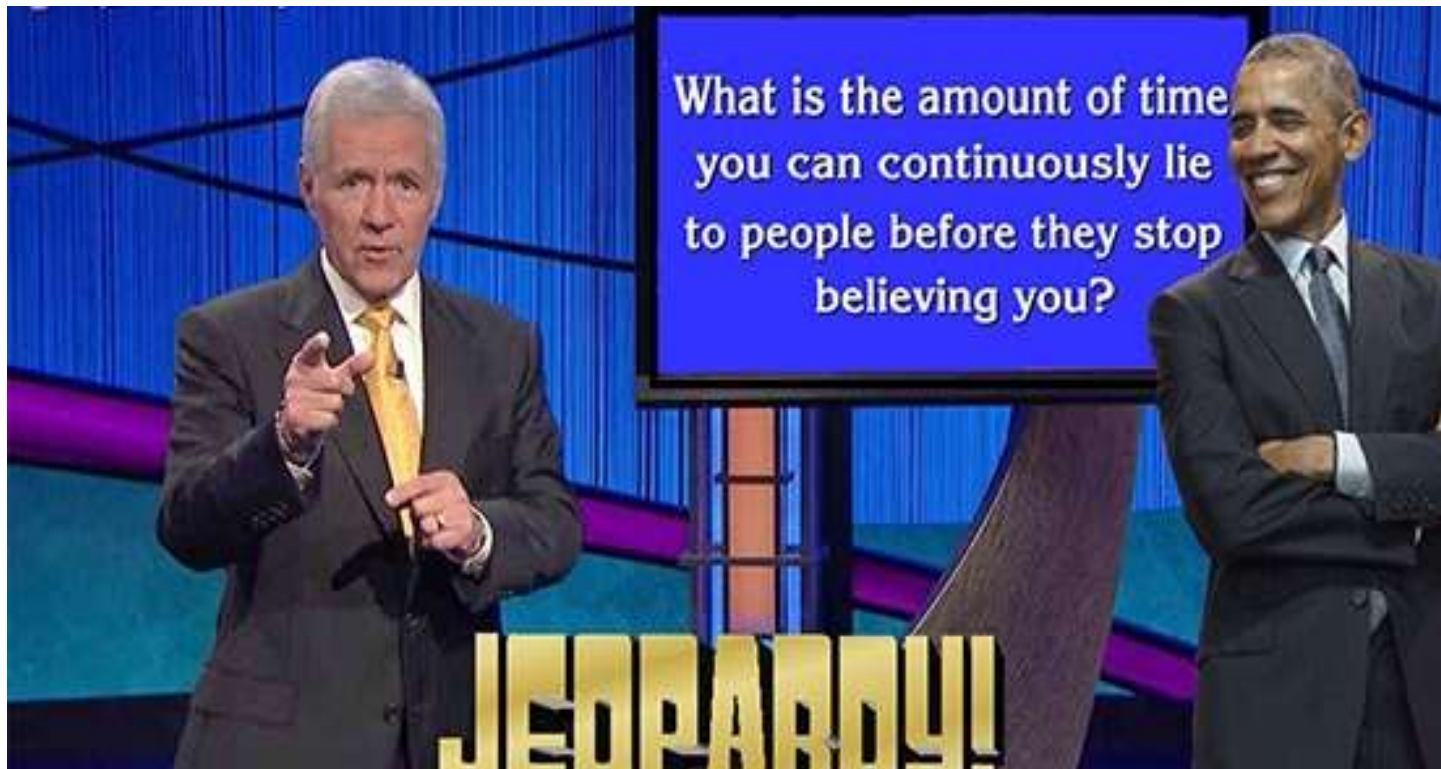
Message

What does your candidate stand for?

**I LET 80,000
CRIMINALS
OUT EARLY
VOTE FOR ME**



What issues are important to the voters and can you deliver on your promises?



Materials

- Photos
- Palm cards, sorry we missed you
- Give-aways
- Endorsement cards
- Door hangars
- VBM applications
- Register to Vote applications
- Candidate Letter
- Envelopes/stamps
- Mailers



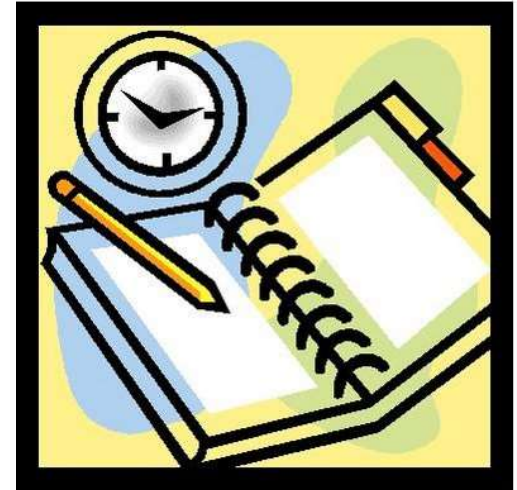
Photos

- Portraits
- Outdoor shots
- Speaking to residents/voters



Schedule

- Canvasing (door to door)
- Meet & Greets
 - Residents
 - Professionals
- Candidate(s) to attend Government/Council Meetings (get involved, ask specific/resident focused questions, be seen and recognized not as just a voice but a community leader)
- Events
 - Linked to community events
- Weekly team meetings
- Discuss target dates for mailers
- Discuss target dates for Robo calls



Mailers

- Rely on the professionals
- Discuss concepts/resident concerns
- Review budget
- Select target dates for distribution



Wrap Up

- How did we do?
- Win? Enjoy the success.
- Loss? What could we have done better?

