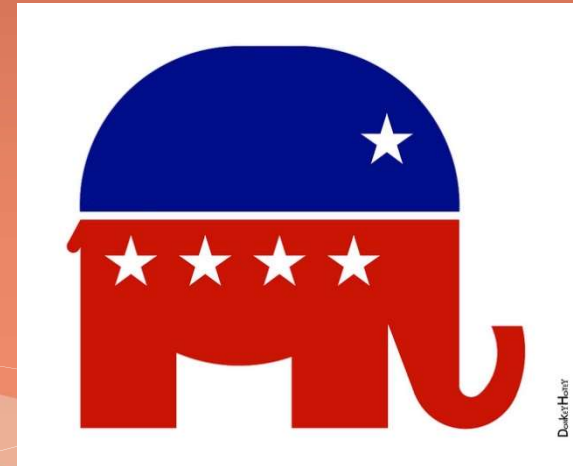


Freeholder Director
Brian D. Levine
(former Mayor)
(former Councilman)

Middlesex County
Campaign School
April 13, 2019



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

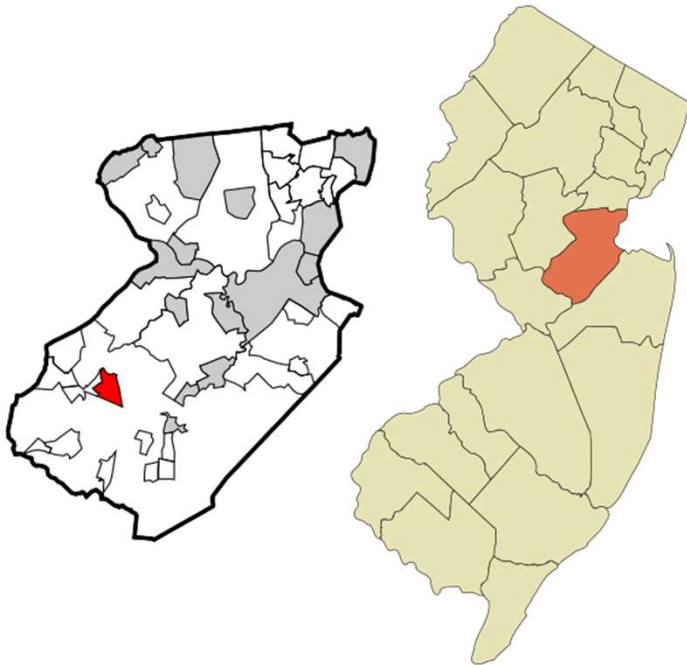
Make Middlesex County a Better Place

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***



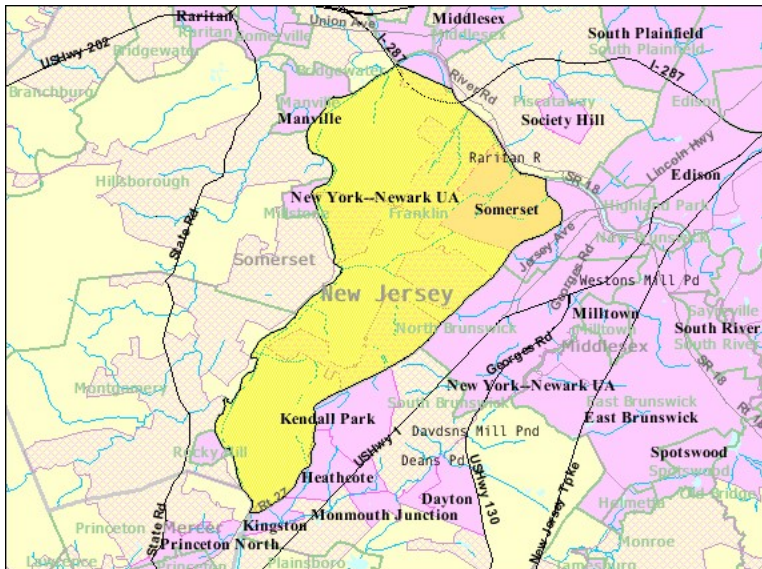
My Start



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 1st 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



1st 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 2nd Term as Mayor
- * Then a 3rd
- * **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*

- * *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