TEMPLATE: CAMPAIGN PLAN

Political Landscape

SECTION COMPONENTS
- This section should include the reasons why your candidate is running and what your campaign will accomplish. Insert a high-level summary of your campaign's 'why'.
- Any information on the race dynamics such as opponents, endorsement targets, and any power mapping can be added to this section.
- Can also be helpful to include a high-level overview of any available voter information or polling that's made available.

EXAMPLES:

Ruby Simon for Tampa Mayor
- *Ruby Simon is running for Mayor of Tampa to deliver lasting change and unseat a twenty year incumbent. They want to make housing affordable, enact gun violence prevention policies to make the community safer, and bring equitable change to Tampa.*

Political Overview
- *For Ruby to succeed, they need to create a diverse and broad coalition to unseat a twenty year incumbent named John Smith who has the support of institutional members, including current Councilmembers, the democratic state party and others.*
- *Ruby is looking to earn the support of local gun violence prevention advocates, student groups, and earn key endorsements from local progressive clubs who are fed up with the status quo.*

Race Summary
- *Currently, 54% of Tampa, FL voters feel that their city is heading in the wrong direction and that their elected officials do not represent their values. Ruby Simon is uniquely poised to enact real change in the city and is running for Mayor to give power back to voters and ensure greater transparency in the City of Tampa.*

Baseline Poll Results

CANDIDATE	POLLING
Ruby Simon	30%
John Smith	39%
Undecided	31%

Path to Victory

SECTION COMPONENTS
- This section should concretely outline your campaign's "Theory of Winning" including a distinct path to victory, charting expected turnout, win number, and targeting.

- Campaigns are an art and a science – and this section should focus mainly on past voter data behaviors and voter calculations to inform decisions.
- In this section, there should be direct information on:
    - **Estimated Turnout and Universe**
    - **Win Number**
    - **Voter Targeting**

EXAMPLES:

Estimated Turnout and Universe
- *We are expecting an overall turnout of up to 48% of the currently registered 248,085 City of Tampa voters - which we project being 119,670 total votes cast in November 2026. Based on an analysis of past mayoral elections during mid-term years and current primary voting patterns, we are projecting a significantly lower turnout this November.*

Win Number
- *For planning purposes, we are projecting a win number of 62,228 votes for Ruby's campaign for mayor that is based on a low voter turnout and a margin of over 12,000 ballot drop off votes.*

Voter Targeting
- *Tier 1 Voters*
    - *Persuasion*
- *Tier 2 Voters*
    - *Mobilization*

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Messaging & Earned Media

SECTION COMPONENTS

- This section should include the core message of any campaign, typically known as the campaign's messaging frame. You will go back to this section frequently when writing press releases, statements, speeches, op-eds, and even paid advertisements.

- There should also be a section on the campaign's earned media strategy and how to best frame it for the media. It will also help understand newspaper opinion editorial board endorsement timeline, as well as when the media will start paying attention to the race.

EXAMPLES:

Core Message
Tampa deserves a Mayor that represents all of us – a Mayor who is unafraid to challenge the status quo and bring substantive change. If we want to see change on issues like affordable housing and community safety, we need more someone who has the courage to stand up for everyone.

Earned Media Strategy
We propose an earned media strategy that lifts up the innovative initiative and highlights the broad coalition using already established events as jumping off points.

Field Organizing

SECTION COMPONENTS
- This section should illustrate the campaign's overarching field strategy and how this fits into the campaign's overall path to win. This section should be aligned with the campaign's overall Field Plan, which will more than likely be a separate document that goes into much further detail on the campaign's field strategy.

- To organize this section, you can list out the main strategies of direct voter contact your campaign will focus on and what the goals for the campaign are for each method – as well as how many volunteers and volunteer shifts your campaign will need to achieve all of that, and how your campaign intends to recruit and manage those volunteers.

EXAMPLES:

Goals
Our campaign will knock 10,000 doors, make 20,000 calls, and send 50,000 text messages. We expect to have 4,000 conversations from these voter contact attempts. We will target our highest-priority persuasion voters identified in the targeting section of this plan until 4 weeks before Election Day, and we will then start to shift towards turnout.

Volunteer Recruitment
Throughout our campaign, we will need 50 volunteers to complete 200 canvassing shifts, 400 phonebanking shifts, and 50 textbanking shifts. By the ramp-up phase, we will need 10 weekly volunteers to help with volunteer recruitment – which includes recruiting new volunteers, confirming current volunteers' commitments, and re-engaging past volunteers. By GOTV, we will need 15 volunteer leaders to assist in canvass launching, reporting, and further volunteer management.

Campaign Timeline

SECTION COMPONENTS
- Outlining the campaign's timeline is critical in outlining the different phases of the campaign and what needs to be done during each phase.

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EXAMPLES:

Pre-Campaign Phase	Before a candidate files, candidates should:
	● Finalize campaign plan
	  ○ Finalize finance plan
	  ○ Finalize communications plan
	  ○ Finalize organizing plan
	● Conduct polling (budget permitting)
	● Undergo research
	● Hire staff (budget permitting)
	● Open campaign committee

Campaign Pase	After filing, all time should be spent on engaging voters and raising money: ● Launch the campaign ● Executing on the finance plan, talking to donors, attending fundraisers, and trying raise funds ● Building out volunteers and growing grassroot support ● Earn endorsements ● Execute the communication plan and start engaging local reporters
Ramp-Up Phase	Take the learnings from Campaign Phase and begin to set your sights on communicating with and mobilizing voters. This period lasts until voters start voting. ● Launch voter outreach in earnest – whether it's phonebanking, door knocking, text banking, etc ● Host community events and prioritize talking to voters ● Launch any paid media efforts – either digital ads or mailers to voters
GOTV	The minute voters can begin voting, GOTV starts. Whether it's on Election Day or when voters receive their mail-in ballots a month before. ● Increased voter outreach, with the priority of talking to as many voters as possible ● Fundraising should wind down during this period
Election Day!	The big day where everything culminates. ● Candidate should vote, preferably around cameras for a media hit ● Continue voter outreach until polls close
Post-Election Phase	Post-Election Day to wrap up the campaign. This takes place for a few days – maybe a week or two – after election day. ● Take time to reflect on what occurred during the election and begin an analysis of voter turnout ● Close out any campaign committees and pay out any outstanding invoices that ● (Hopefully) begin planning out transition to public office