



CAMPAIGN MANAGEMENT BOOT CAMP

CAPSTONE: PARTICIPANT INSTRUCTIONS

Throughout the training, you will be taught critical skills on how to create, launch, and manage a successful electoral campaign centered on gun violence prevention. As an accumulation of the skills they will be taught, participants will create and present a capstone project emulating what they have learned from this training on how to run a campaign effectively. This will be based on hypothetical electoral situations meant to mimic real-life dynamics you might encounter in your campaign. At the end of the training, you will present to your fellow participants and a mock endorsement panel, who will decide whether or not to endorse your campaign.

CAMPAIGN TEAMS

Participants will be split into teams of 4-5 where they will work together to create a memo and 7-minute presentation about their campaign for the endorsement panel. Each group will receive a hypothetical campaign scenario with specified candidate profiles, voter demographics, and political dynamics to work from. From there, each team will select roles for each person and divide the workload evenly for the plan and presentation.

Each team must select a candidate, and other potential roles are as follows:

Campaign Manager	Field Director	Data Director
Social Media Director	Political Director	Call Time Manager
Communications Director	Fundraiser	Research Manager

NOTE: There are more roles than team members. Pick the best roles that will effectively suit your mock campaign.



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CAPSTONE: MEMO

Each team will deliver a campaign memo before the presentations. **Due by 9:00 AM on Sunday**, sent to Meghan Adamoli (madamoli@everytown.org). In your email, please include the names of all participants and your capstone coach. The plan should include the following:

- Theory of Winning: An explanation of your candidate's public narrative, central campaign message, path to victory, and why your candidate deserves to win. **(Session 1, Session 2, and Session 3)**
- Field Plan: Using the field plan template, you will detail the organizing strategy, volunteers needed, and what roles volunteers and organizers will play in different phases of the campaign. **(Session 3 and Session 4)**
- Fundraising & Budget Strategy: Formulate your campaign's budget and provide an explanation of your campaign's theory on raising funds from donors and where the majority of the money will be spent in the campaign. **(Session 6)**
- Earned Media Strategy: Detail your campaign's strategy to garner press attention **(Section 5)**
- Creative: Create a 2-sided mail piece or a 30-second video for digital ads/social media, a radio ad, or a script for a TV ad explaining why people should vote for your candidate. **(Session 3)**

CAPSTONE: PITCH

Each team will also present to a mock endorsement panel which will decide if your campaign will receive their prized, game-changing endorsement. The presentations will be 7 minutes long:

- Team Presentations - 7 minutes
 - Theory of Winning [1.5 minute]
 - Budget & Fundraising Strategy [1.5 minute]
 - Field Plan [1.5 minute]
 - Press Strategy [1 minutes]
 - Creative [1.5 minutes]
 - *NOTE: The timing for each section is flexible. Each member must participate in the presentation, and it can not exceed 7 minutes.*
- Endorser Q&A - 5 minutes
- Deliberation & Decision - 2 minutes



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COACHING & WORK BLOCKS

Every team will receive an advisor who will be a resource and answer any questions or give feedback when asked. There will also be designated work blocks to work with your team on the project. Here's a recommendation of how each work block could be structured.

Block 1 (Day 1 - 30 mins) Develop Story of Self	Block 2 (Day 1 - 105 min) Develop Theory of Winning Determine Win # Decide on Creative Develop Messaging
Block 3 (Day 2 - 120 min) Develop Field Plan Create your Creative! Develop Endorsement Strategy Develop Press Strategy Develop Budget & Fundraising Plan <u>MEMO AND CREATIVE SUBMITTED BEFORE THE BEGINNING OF DAY 3</u>	Block 4 (Day 3 - 45 min) <u>MEMO AND CREATIVE SHOULD BE SUBMITTED</u> Finishing touches & rehearsal Practice pivoting and mock Q&A