

**DEMAND
A SEAT**



DEMAND. RUN. CHANGE.



GUN REFORM NOW



Session 2: Campaign Fundamentals



**CONNER
JURE**

Senior Strategist,
50+1 Strategies



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SESSION GOALS

- Understand the importance of a clear theory of winning
- Learn about the different priorities within the phases of a campaign
- Understand the importance of having a clear and defined campaign plan and structure



What's your ***THEORY OF WINNING?***

What change do you
want to see through?

What do you want to
accomplish?

WHICH OFFICE SHOULD I RUN FOR?

There are a few things to consider when deciding which office to run for

What offices
exist in your
town/city?

What issue
areas do you
want to affect?

When are
elections
taking place?

Who is currently
serving in the office?
Incumbent vs. open
seat?

WHAT KIND OF CAMPAIGN WORK SHOULD I PURSUE?

A few things to consider when determining which kind of campaign work to pursue

What is on the ballot this cycle – and what kinds of jobs are available on those campaigns?

What previous professional or political experience can you utilize?

What is your availability?
How many hours/days per week are you able to commit?

FYI - Do Your Research!

Campaign Rules & Deadlines

Past Elections

Potential Vendors and
Platforms

Donor Prospecting

Trends and studies of
campaign strategies



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DO YOUR
F*CKING
JOBS!

NOT
IMPOSSIBLE
GUN
LOBBY

**GUN LAWS
SAVE LIVES**

**STOP
KILLING
US!**

We need gun control
NOW

**GUN LAWS
SAVE LIVES**

MARCH 2017 - #MOMSDOESIT - WASHINGTON D.C.

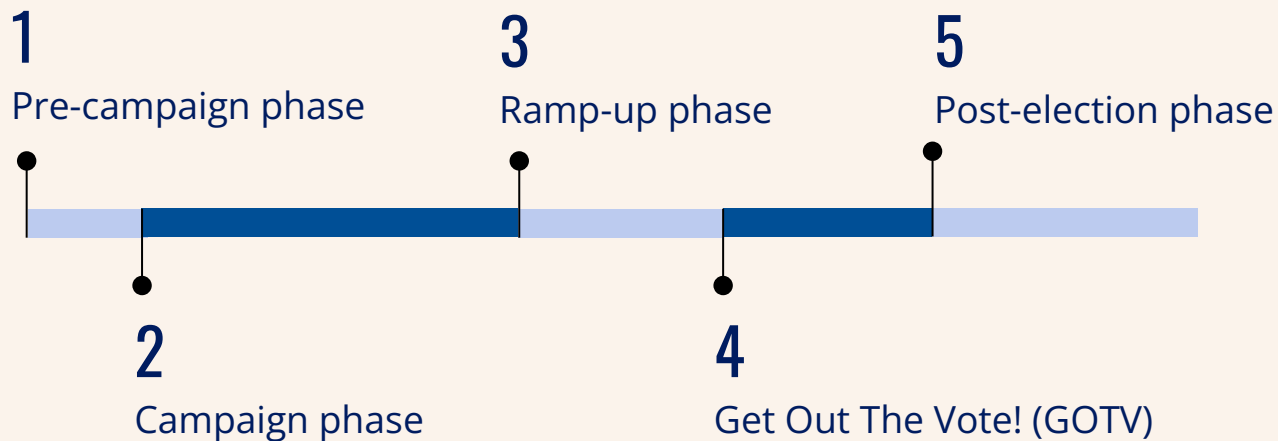
**MOMS
DEMAND
ACTION**
FOR GUN SENSE IN AMERICA

**EVERYONE
FOR GUN SAFETY**

**CAMPAIGN
PHASES**

**MOMS
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FOR GUN SENSE IN AMERICA

PHASES OF A CAMPAIGN



PHASES OF A CAMPAIGN

Pre-Campaign Phase



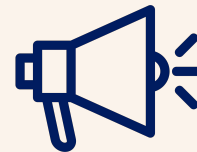
Research



**Reach out to
who you know**



**Setting up your
campaign bank
account and
donation platform**



**Plan your
announcement
and launch**

PHASES OF A CAMPAIGN

Campaign Phase



Voter engagement



**Build your campaign's
presence**



Fundraise

PHASES OF A CAMPAIGN

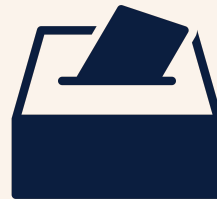
Ramp Up Phase



**Make your
campaign's closing
argument**



**Ramp up your voter
contact strategies**



Plan for GOTV

PHASES OF A CAMPAIGN

**Get Out The
Vote! (GOTV!)**



GOTV – VOTE BY MAIL

GOTV starts as soon as voters have ballots in their hands!



**Research
previous similar
elections**



**Signature
verification**



**Ballot
“harvesting”**



USPS



**How to return
ballots**

Post-Election Phase



**Thank your
volunteers and
supporters**



**Clean-up and
Break-down**

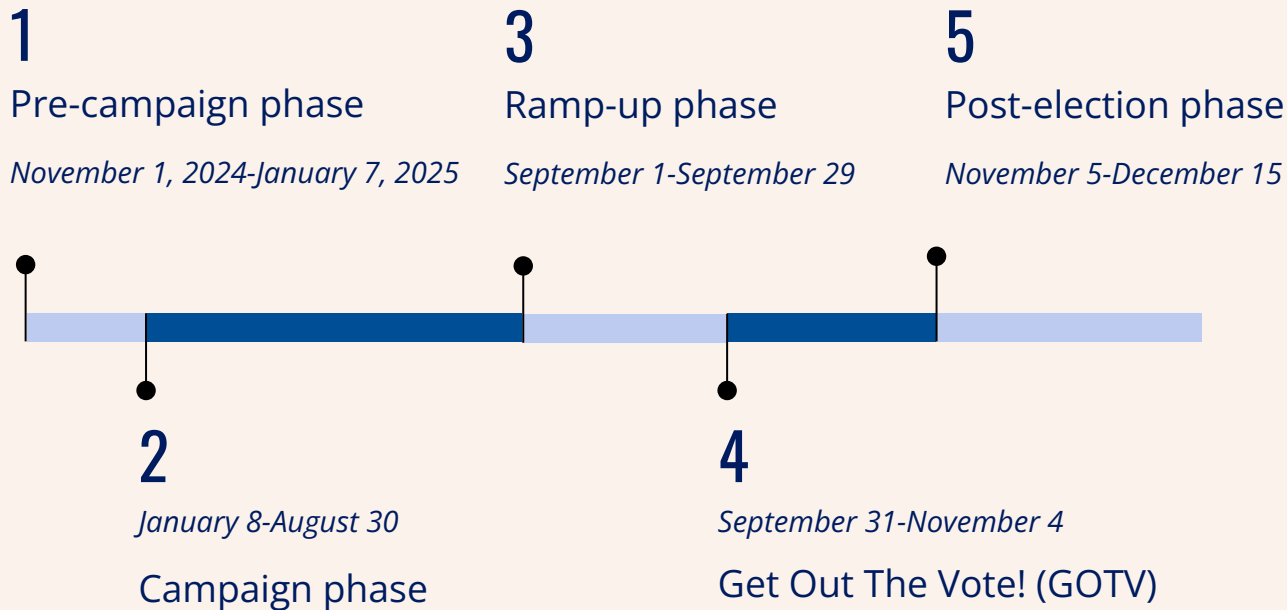


**Reflect and
debrief**

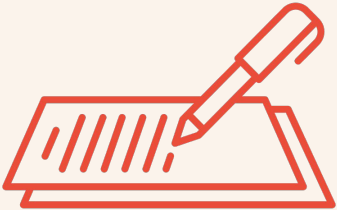


**Transition to elected
office**

PHASES OF A CAMPAIGN – EXAMPLE TIMELINE



**If it's not written down,
IT DOESN'T EXIST!**





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.

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STRUCTURE & WIN NUMBER

YOUR CAMPAIGN TEAM

You can't do everything alone! Some candidates will hire a team and some will rely on a team of trusted volunteers. The structure of your team depends on the office you're running for.



Volunteer teams

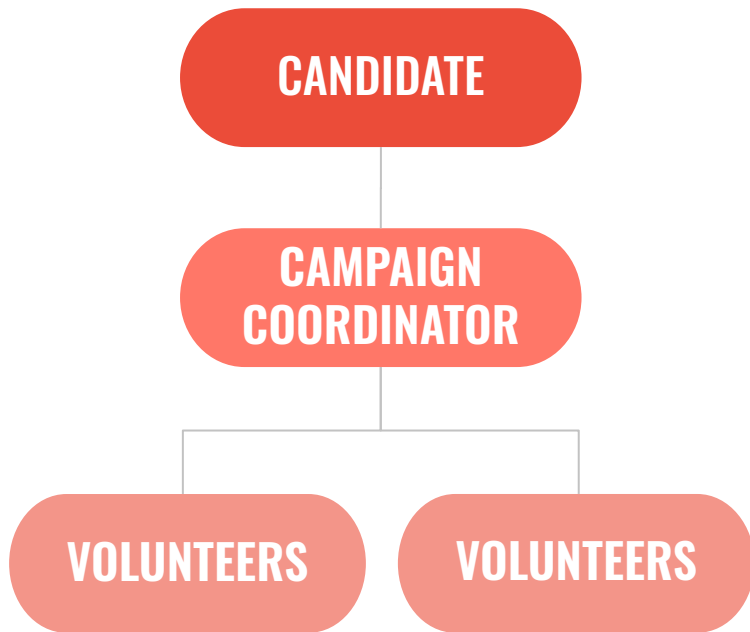


Campaign Staff



Vendors & Consultants

EXAMPLE: SCHOOL BOARD CAMPAIGN STAFFING



A campaign for a local School Board race might have **one staffer who can spend 25 hours a week** helping you organize phonebanks and canvass launches, represent you at community events, and manage your voter database.

Your campaign budget might range between \$20,000 - \$75,000.

EXAMPLE: CITY COUNCIL CAMPAIGN STAFFING



A campaign for a local City Council race might hire a **full-time campaign manager** who can help you execute both your field and finance plans, in addition to a **part-time field organizer**.

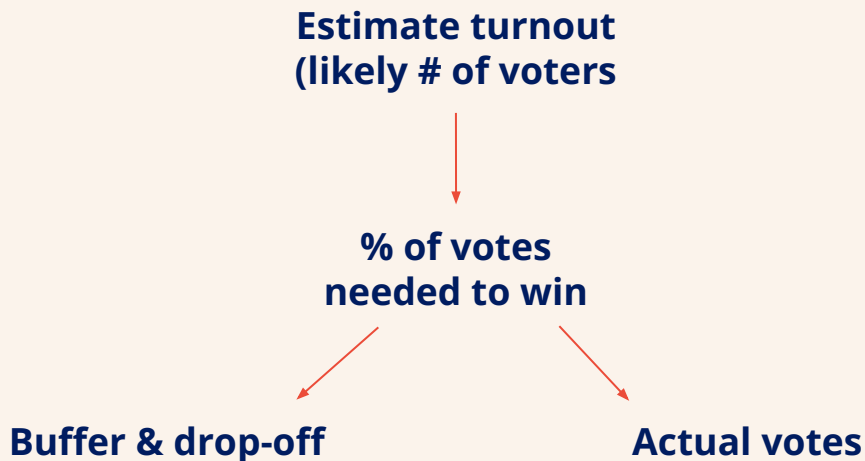
Your budget might range from \$75,000 to \$250,000 depending on where you're running and how competitive your race is.

INDEPENDENT EXPENDITURES

- Independent Expenditures (I.E.s) are **completely separate efforts** from formal campaign committees
- Campaigns **cannot legally communicate, coordinate** or have any control over I.E.s
- I.E.s generally have **no fundraising limits***
- I.E.s can be created for a variety of different reasons
 - In support of a candidate
 - In opposition of a candidate
 - In support or opposition of a slate of candidates

Calculating Your Win Number

Use the research you conducted during the pre-campaign phase to **look at how many ballots are usually cast in this election and what percentage of votes it usually takes to win.** Take into account the political environment in your community.



*** Most important:**
continue to monitor
and adjust! *

Let's Practice: Finding Your Win Number

- Jordan is running for office
- Jordan's campaign believes that **83,523** people will vote in the election
- Jordan is running against one other candidate
- Who ever gets the most votes wins
- Jordan wants a **5% buffer**
- What should Jordan's Win Number be?

Answer:

Likely ballots cast = **83,523**

Ballots needed to win $(50\%+1) = (83,523 * .5)+1 = 41,762.5 =$
41,763 (*you CANNOT have half of a voter!*)

With Buffer $(41,763 * 1.05) = 43,851.15 =$

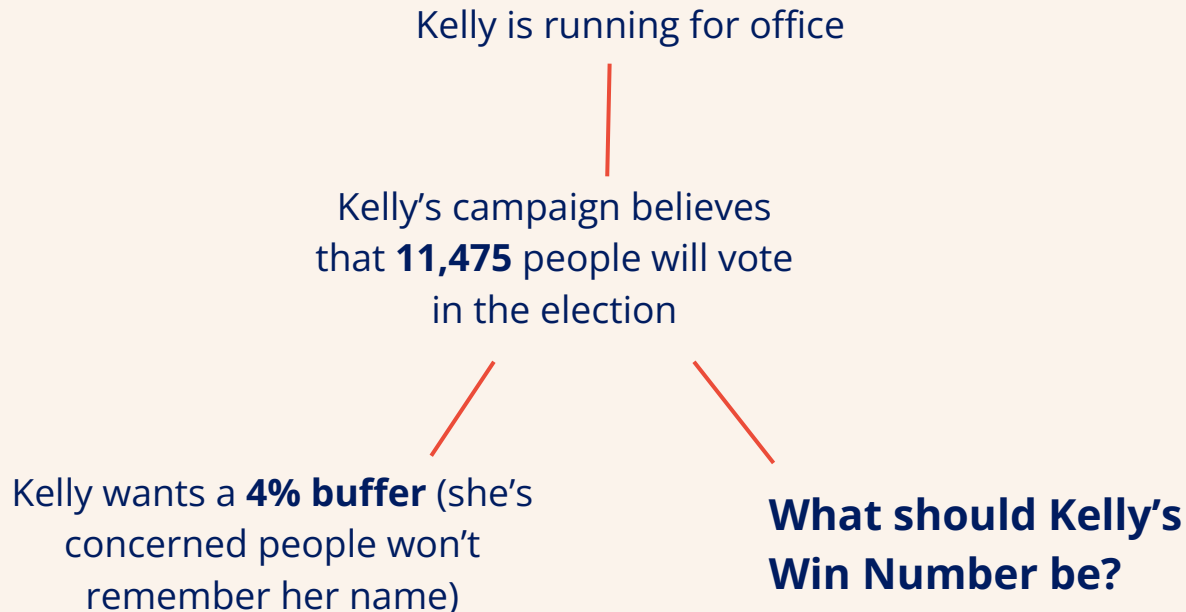
43,852 voters = WIN NUMBER

LAUNCHING YOUR CAMPAIGN - WIN NUMBER

Exercise: Finding Your Win Number

*Kelly is running
against one other
candidate*

*Who ever gets the
most votes wins*



Exercise: Finding Your Win Number

- Kelly is running for office
- Kelly's campaign believes that **11,475** people will vote in the election
- Kelly is running against one other candidate
- Who ever gets the most votes wins
- Kelly wants a **4% buffer** (she's concerned people won't remember her name)
- What should Kelly's Win Number be?

Answer:

Likely ballots cast = **11,475**

Ballots needed to win $(50\%+1) = (11,475 * .5)+1 = 5,738.5 =$
5,739

With Buffer $(5,739 * 1.04) = 5,968.56 =$

5,969 voters = WIN NUMBER

TAKEAWAYS

1

Your campaign needs a clear and strong theory of winning

2

There are five phases of a campaign

3


Plan, plan, plan!

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ANY QUESTIONS?

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FOR GUN SENSE IN AMERICA





SOCIAL MEDIA GUIDANCE & PHOTOS

Include photos in your social posts but reminder not to share our location



EMERGENCY CONTACTS

Dina Dariotis - 718-440-0732

Meghan Adamoli - 609-784-3904



HOTEL CHECKOUT

Sunday 11am.

Flying out Sunday evening? Bring your bags here on Sunday after checkout or leave with Front desk.



SEE YOU TOMORROW -- **WEAR YOUR DEMAND A SEAT T-SHIRTS!**

Breakfast served at 7:30AM in this room

First Session begins at 8:30AM

