

CAMPAIGN PROGRAM LAUNCH OUTLINE

Initiative "B" V. Utility X

Campaign details are maintained by:
Located at:

This Revision: 1.05
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For launch meeting scheduled for:

Confidential: Issue # _____ Provided to: _____

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SANITIZED VIA REMOVAL OF CLIENT DATA AND GENERALIZATION REDITS

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SECTIONS DELETED TO MAINTAIN NDA WITH CLIENT

CAMPAIGN PROGRAM GOALS

- To involve a wide variety of community interests and organizations,
- To build on existing and historically successful programs,
- To use media cost-effectively, powerfully and in unexpected ways,
- To psychologically position concern for the issue with each demographic sector,
- To exploit new technology and methods to empower each key campaigner to produce the impact of 1000 to 10,000 staff,
- To focus on increasing awareness during the election and support as year-round activism.

CRAFTING & EVOLVING OUR COMMUNITY PARTNERSHIPS

Halting the issue requires a commitment from everyone in our community. The National Stop the power ploy Month activities provide an excellent impetus to strengthen existing partnerships as well as to reach out to new partners. We will seek to identify and bring in new partners early in the planning process.

Our organizing group will meet to answer the following questions which will lead us to new partners who will bring new ideas and energy for National Stop the power ploy Month activities:

1. How involved are these groups and community leaders in our community's Stop- the-power- ploy activities: law enforcement, medical/health care, education, business, employers, legislators, prosecutors, judges, diverse populations, faith communities, and the media?
2. What elected officials and other community leaders will bring the Stop the power ploy Month message to our residents and speak out in support of the campaign?
3. What influential people or organizations may be able to provide financial support or in-kind services to assist in activities such as developing materials, planning the campaign, disseminating information, and handling events?

We will produce ideas for working with many of the key "communities of interest" that are likely to participate in our Stop- the-power- ploy coalition.

IDENTIFYING OUR CHALLENGE

We will rapidly produce primary and secondary analytics to determine the size and shape of the problem in our community. We will ID trends, patterns and systemics.

CONSTANT REVIEW OF GOALS

Based on your community's problems, needs and resources, we will set goals for our Stop the power ploy Month activities. Our goals will be activity-based, outreach-based and outcome-based in order to have a triage configuration of our goal input system. Our organizing committee will validate these goals at the weekly meeting.

PLANNING AND DEPLOYMENT

Our Stop- the-power-ploy coalition will create a strategy based on the goals, the resources and the expertise of the coalition's members.

We will deploy efficient organization, tracking and evaluating of our activities which will help make this campaign an even greater success, as well as providing a helpful foundation for future Stop the power ploy Month efforts.

We will constantly be identifying problems, establishing objectives, and other aspects of program development and evaluation.

Once Stop the power ploy Month is over, We will continue to build on the efforts and relationships that we and your coalition partners have created for year-round activities.

SECURITY

There are now between 10 and 200 "interdiction specialists" hired per campaign, depending on the size. They are usually ex or current private investigators. Their job is to get information. They know how to hack into your hard-drive via a network, pick-up things off your desk in your campaign office and date your PR associate. The Watergate burglars were "interdiction specialists". Do not for a second think that this sort of thing won't happen in your community or your campaign. Some of the "bad guys" are really bad and will spend millions on all kinds of things to stop your campaign. Bottom line: Keep your good documents and ideas confidential and know that these people are out there, without being paranoid.

CAMPAIGN PLAN DETAILS

This campaign plan is critical because it formulates our strategy and helps us decide what we will need to be successful. We must choose key people, create a timeline, and, perhaps, most importantly, create a realistic budget so we don't spend our limited resources too soon.

We are more likely to gain a contribution from a large sponsor if we sit down with them and give them a campaign plan that is well thought out.

REGION BACKGROUND

1. Voter registration numbers for our region:
2. How many Democrats, Groups and Independents voted in the last Presidential election from our region:
3. Past voting history of our region:
4. What are the age demographics in our region:

18-24 (environment, tuition)

25-44 (education, family issues, crime, tax increases)

45-55 (Property taxes, Health care, College tuition, retirement issues, welfare abuse)

60 + (Property taxes, property taxes property taxes and traditional values)

5. What are the social demographics of the respective precincts in our region:

Rural/agricultural (property taxes, farm Issues)

Blue collar/working families (crime, property taxes, welfare abuse, slightly more pro-life, job creation)

Country club/business (income taxes, property taxes, economic development, slightly more pro-choice, education)

Middle class/ young families (education, crime, some environment and taxes)

Small town (health of small towns and its institutions, education, school consolidation)

OPPONENT BACKGROUND

1. What is the background of our opponents (education, jobs, place of birth, places lived):

2. If incumbent, what are the committees served on:

I have the answers to all of these questions but I provide them on a campaign by campaign basis

3. If incumbent, what are the key votes cast?:

4. What are the moral and policy stands of our opponent on key issues?:

I have the answers to all of these questions but I provide them on a campaign by campaign basis

5. If incumbent, how high is the absentee rate for voting:

6. If incumbent, do they have a home in the Region, or a home in the capitol:

OUR BACKGROUND

1. What are our political and personal strengths in light of the region and the upcoming election race:

2. What are our political and personal weaknesses in light of the region and the upcoming election race:

Casual

Light

Medium

Deep

Dark

3. What is our background (include political campaigns, education, jobs, awards won, other recognition, memberships, etc):

NAME IDENTIFICATION (MNEMONICS)

1. What is our plan to raise name identification:
2. How many yard signs will be necessary to blanket our region:
3. Will we use large wooden signs, small paper signs, or a combination of both:
4. Will we put up signs in the primary (whether or not you have a primary opponent):
5. When will we put up your signs during the primary and general election?

4x4 wooden signs driven into the ground by metal stakes should probably go up as early as possible in the campaign, 45 days out.

Smaller paper signs are not usually durable enough to endure 45 days of weather, and in addition, get stolen by kids and opponents.

6. What information is absolutely necessary to put on our yard sign:

Too often, candidates try to put too much information on their yard signs.

Generally, people only look at yard signs for a split second as they are driving and don't see much more than the name. 25 letters is the MAXIMUM.

7. How are we going to develop our yard sign lists?

First, contact all friends and relatives that live in your region or near your region on main roads.

Second, check with other candidates in the area for their yard sign lists.

Third, distribute volunteer cards at all of your events, and campaign events, to gain yard sign locations.

Fourth, do a mailing with a volunteer card, to all Groups that voted in the last election.

8. What other mediums will we use to establish your name identification?

technology (See Scott's Secret Weapons)
 office Gifts
 Sports programs
 billboards
 newspaper ads
 radio ads
 literature
 tabloids
 technology

9. Should we use bumper stickers?

It all depends on how well we can distribute them, how much time you have before the election, and how willing your supporters are to put them on their cars (There appears to be a strong correlation between the high value of a car and an unwillingness to put a bumper sticker on).

- 1) don't spend over 25 cents a piece on your bumper stickers,
- 2) follow the 15 foot rule: If your last name can't be read clearly from 15 feet away, your bumper stickers are a waste,
- 2) The larger the bumper sticker, the more resistance there will be to putting it on a car (so order a sticker large enough for your last name, but leave off most of the other information).
- 4) Order the vinyl type that come off easy if you want to encourage people to put it on their car.
- 5) Whenever possible, have your volunteers place the sticker on the bumper themselves and don't trust it to the owner of the car. Consider window stickers or new luminance technologies.

10. Should we use campaign buttons?

- I suggest not buying more than a few hundred but always try to get them donated.

EARNED MEDIA & PR

1. What are the addresses, phone numbers, fax machine numbers, and news contacts at our top newspaper, radio stations and television stations?
2. What are our proper press release directives?
3. What are the deadlines for our newspapers, radio stations, and television stations?
4. When is a press release adequate and when is a press conference necessary?

DOORKNOCKING

1. How many households are there in our region?

.60 X (number of registered voters) + (number of new registrants our team will bring forward) =

2. How many doors can you knock in an hour?

We will target and train for 20 per hour.

3. How many hours a week can we realistically spend knocking on doors?

We will allocate 4 hours a day per person.

4. How many weeks is it going to take to knock on all the doors in your region?

(number of households in our region) divided by (20 homes/hr. x 12 hrs/week)
- ____ weeks to knock every registered household in our region.

What are we going to do with each household that you knock so that they will remember you after you leave?

Literature is fine to leave at each household, but it is generally thrown away within 24 hours of your visit. One very effective way to extend your name identification is to follow up your visit with a postcard thanking them for the visit. This requires keeping close track of the names you actually visit and constantly updating your voter-walking list. Second, consider leaving a notepad or refrigerator magnet with your home. They may throw away your literature, but few people throw away the notepad. In fact, many people will leave your pad sitting by the phone for months.

5. Do we intend to use a registered voter-walking list and knock on only those homes with registered voters, or forego a list and hit every home registering those people who are not currently registered?
6. When the voter answers the door, do we plan to simply give our literature with a quick line about our issues, or do we plan to administer a survey when they answer the door?
7. In what order are we going to door knock our region?

We should door-knock our precincts in a systematic, planned way precisely maximizing voter impact.

IMPORTANT DATES

1. When are petitions available to get signatures for your candidacy?

2. When do you need to file a formation of candidacy form with the Campaign finance disclosure commission?
3. When are signature petitions due for your candidacy?
 - Don't miss this date!
 - Hand deliver your papers, or federal express them early enough to get more signed if something happens. Also, call to confirm your candidacy.
4. When are the primary and general elections?
5. When can yard signs go up for the primary and general?
6. When do yard signs have to be down after the primary and general?
7. When are your precinct caucus, county convention, region convention and the Group State convention?
8. When are the parades and fairs in or near your region?

CAMPAIGN ORGANIZATION

1. How do you plan to recruit volunteers?

I have the answers to all of these questions but I provide them on a campaign by campaign basis

2. What areas of the campaign do we need specific volunteers to fill?

Manager

Managing coordinator

Fundraising Director

Get-out-The-Vote Director

Events coordinator

Yard/Utility Post Signs Director

Mailing coordinator

Absentee ballot coordinator

Community Manager

Spanish

Chinese

Russian

Media (press release, conference) coordinator,

etc.

3. What type of people do we need at the top of your campaign as chairs?

4. Will we have one person organize each precinct?

CAMPAIGN BUDGET

1. How much do we intend to spend on yard signs?

2. How much do we intend to spend on paid media like radio, television, newspaper, tabloids or direct mail?

3. How much do we intend to spend on other campaign items like volunteer cards, notepads, parade accessories, event supplies, literature, plus 10% contingency?

4. How much will our fundraising plan cost?

GET OUT THE VOTE EMPATHY PROGRAM

1. Who do we intend to turn out on Election day to vote for us?

Concentrate on turning out those Group voters, or identified supporters among independents, that have a history of missing elections.

2. What methods do we intend to use to turnout your target groups?

COMPUTERS & TECHNOLOGY

1. How do we plan to deploy our registered voters on a computer database?
2. What is necessary for a computer database?
3. What automated distribution systems will we use?
4. What web systems and linking will we use?
5. What of Scott's "Secret Weapons" will we use?

MEDIA MIX

1. Should we spend our money on radio, T.V., direct mail, door-to-door news, tabloid drops, newspaper ads, billboards, etc.?

I have the answers to all of these questions but I provide them on a campaign by campaign basis

2. When will we run your ads, mail your literature, and drop our newspaper tabloids?

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3. How do we intend to design our media and our literature?

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4. How do we plan to target our message through our media?

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FUNDRAISING

Today's world operate in a 3 to 6 degrees of separation mood. We need \$ _____ by _____ . Who does each of us know that has \$50.00 to spare, \$100, \$1000.. Anyone donating over \$1000.00 will need an emotional incentive. What is our emotional incentive map?

CONCLUSION

95% of incumbents get re-elected or hold position. As a challenger that intends to be a part of the 5%, we must 1) be aggressive, 2) door knock every door (at least once), 3) start early, 4) raise a lot of money, 5) use "voting" issues to take voters away from our opponent, and 6) take some risks.

Too many challengers are afraid to take risks. Challengers are frequently so afraid of offending anyone that they run bland campaigns that don't make a case for kicking the incumbent out of office. Bland initiatives LOSE!!!!