

Sample Campaign Plan

June

- **Identify Political Director** – focuses on planning, strategy, message, theme, and fundraising and serves as a liaison between the union and political candidates and parties.
- **Identify Field Director** – focuses on volunteer canvass programs and prepares for GOTV, including organizing allies, voters lists w/ phone numbers and persuadable voter households.
- **Print & Distribute Flyers** – for Beef & Beer fundraiser
- **Gather target information** – including: who the voters are; who the swing voters are; incomes, ages, education, ethnicity, occupation, religious, sex; voter turn-out/history; party affiliation; base vote; identifiable group areas of district (i.e. Sr. Citizens), usually available from a candidate or political party or coordinated campaign.
- **Identify how many days there are before the election** and begin to plan backward from Election Day
- **Begin recruiting volunteers**
- **Begin planning volunteer activities** – including budgeting time and people – phone banks, canvass programs, visibility, direct mail, etc.
- **Identify legal deadlines** – this includes filings, petitions, finance reports.
- **Familiarize yourself with finance laws** – including, contribution limits from individuals, PACs, unions, the candidate; in-kind contributions
- **Send out candidate questionnaire**
- **Put in additional phone lines at “campaign office” – union office**
- **Beef and Beer fundraiser (end of June)**

July

- **Continue planning, recruiting, reviewing and low dollar fundraising** – raffles, member solicitation
- **Print and Distribute flyers for Hog Roast event** – Mid August
- **Conduct Candidate interviews** (late July – first of August)

August

- **Conduct Candidate interviews** (late July – first of August)
- **Hog Roast fundraiser (mid-August)**
- **Continue planning, recruiting, reviewing and low dollar fundraising** – raffles, member solicitation

September

- **Begin member-to-member phone program**
- **Endorse Candidates** from questionnaire and interview process
- **Print and distribute candidate endorsed leaflets**
- **Print paraphernalia** – buttons, bumper stickers, yard signs, etc.
- **Begin door-to-door program**
- **Produce direct mail piece(s)**
- **Print flyers for Fish Fry fundraiser**

Sample Campaign Plan

October

- **Door-to-Door Canvassing continues**
- **Produce and run radio advertisement** – radio runs last 2 weeks
- **Continue member-to-member phone program**
- **Fish Fry Fundraiser** – mid-October
- **Send direct mail to IAFF members**
- **GOTV effort begins two weekends before election**– includes canvassing, phoning, and visibility