

# SUCCESSFUL CAMPAIGNING – An Outline

## EVALUATE

- A. Choose your Candidates
    - a. Commitment to WIN
      - i. Financial willingness – candidates investment for their success
      - ii. Team Effort
      - iii. Provide initial donor list (friends, family, colleagues)
  
  - B. The Platform – All Sing Same Song
    - a. Target Main Issues
      - i. Taxes
      - ii. Land Use
      - iii. Ability to Govern
      - iv. Formulate brief clear succinct responses to the issues
        - 1. As a team you present your platform
          - a. Positive Approach
            - i. Fresh Balance
            - ii. Common buzz words
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- C. Consider This
  - a. Before your caucus
    - i. Conservative & Independence party support
    - ii. Caucus Early
  - b. Campaign Swing
    - i. 3 or 4 Strong mailings
      - 1. 2 color
      - 2. Sept – Nov.
    - ii. Photography for mailings
      - 1. No head shots – evident of a political piece
      - 2. Organize a Group Photo Day
        - a. All candidates be available
        - b. Scenes with community
          - i. Local coffee shop, book store, etc.
      - 3. Camera
        - a. Always carry a digital camera
- c. Partner with County Committee
  - i. Surveys
  - ii. Events

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## ORCHESTRATE

- A. Appoint your sub-committee
  - d. Campaign Committee
    - i. Up to 3 persons
    - ii. Your candidates
  
- D. Appoint Campaign Team Leaders
  - i. Candidates Identify individuals
    - 1. Appoint a team leader
      - a. Team leader builds support workers
  
- E. Create Guidelines for
  - a. Town Committee
    - i. Republican Outreach
      - 1. build up support workers
      - 2. Create a strong Database
        - a. use compatible software
        - b. how is it maintained & managed
        - c. list of friends, associates, members, donors
        - d. keep it current
        - e. look for ways to gain contact info
  - ii. Events
    - 1. coordinate on all levels not to conflict
  - iii. Know your Inspectors & Poll Watchers
    - 1. Obtain current list from Election Coordinator
    - 2. Review, renew, replace
    - 3. Meet with your inspectors & Poll Watchers
    - 4. Appreciation brunch or lunch
      - a. Supply procedures for election day
        - i. Full voter list w/ carbon
        - ii. How to fill out
        - iii. Who will pick up
        - iv. When will pick up

## IMPLEMENT

- A. Exposure – connect, attend, contribute
  - b. Identify opportunities & Develop Schedule (shared calendar)
    - i. Neighbor to neighbor contact
    - ii. Town committees & organizations – become a member
    - iii. Local event participation
    - iv. County event participation & partnering
    - v. Mailings (snail and email)
    - vi. The Web
  - c. Incumbents

## SUCCESSFUL CAMPAIGNING – An Outline

- i. Maximize your accomplishments
- ii. Maximize your goals
  - 1. press releases
  - 2. website postings
  - 3. Appreciation events, for their work....

## SUCCEED

- A. Effective Election
  - a. Door to Door
    - i. Meet & Greet
  - b. Live Calls
    - i. Organize phone banks
      - 1. use your resources
        - a. patty homann
    - ii. Neighbors
    - iii. Seniors
  - c. Mailings
    - i. Team project
    - ii. 2-3 people review voters list send post cards
  - d. Robo-Call
    - i. Brief & personal
  - e. Get out the Vote
    - i. Full voter list
    - ii. Team for making election day calls
      - 1. 6am – 2pm = inspectors check lists
      - 2. 2pm – 6pm = prioritize calling seniors
      - 3. 6pm – 9pm = prime republicans only
  - f. Press Releases
    - i. Create a Media Contact
      - 1. Post as often as possible
  - g. Newspaper Ad
    - i. Use Local Papers

### ***Contact us for your all your Campaign Communications Needs:***

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