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| **2020** | **[Candidate Name] Campaign Plan** |
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## The District

**[The purpose of this section is to give you and your staff or volunteers a broad overview of your district and the factors, both those in and out of your control, which may have an impact on your race. The internet is a good resource to find information you may not know.]**

**Physical Description**

*Use this space to write about the physical location of your district, making special point to identify district boundaries. Name all towns, counties and school districts in your district includes. Describe the landscape of your district, such as rural, urban, suburban, agricultural, etc. You will also want to identify any significant landmarks in your district, like a University or College.*

**Economy of the District**

*Use this space to write about the economic and employment landscape in your district. Who are the major employers? What are the major industries and resources? What is the income level of residents in your district?*

**Groups and Individuals of Influence**

*Use this space to write about groups that influence public opinion in your district. Include dominate religious groups, businesses or business leaders, organizations (like the Chamber of Commerce), media outlets or columnists, and well known and/or outspoken community leaders or personalities.*

**Political Climate**

*Use this space to write about the general political climate in your district. Are voters anxious for change or happy with the current direction? Are they more passionate about local, state or national issues? Are there any particularly salient issues? What is the general partisan composition of your district (for example, is it largely conservative, moderate or more progressive). Have previous Democratic and progressive candidates in your area been more successful when they take a moderate approach, or are voters open to a more partisan message?*

**Past and Current Legislators**

*Use this space to write a short description of legislators currently serving or previously serving (within the last two to four election cycles) from your district. List percent of vote they received over several election cycles. Note any general vulnerabilities or positives they have. It can also be helpful to note previous challengers to incumbents and a short synopsis of their campaign (and why it was successful or unsuccessful).*

## Candidates

**[The purpose of this section is to give an overview of you as a candidate and of your opponent.]**

**Your Name**

*Use this space to write a short biographical summary of yourself. Make sure to not only note positive aspects of your biography, but also note any potential “skeletons” of deficiencies that may be brought up by your opponent. Make an honest assessment of your current name recognition in the district, specifying areas or constituencies in which your name recognition is higher or lower.*

**Your Opponent’s Name**

*Use this space to write a short biographical summary of your opponent. Note any major issues that they have been involved in that could help or hurt them as a candidate. If previously elected, list key votes (both good and bad) that may come into play during the election. Make an honest assessment of your opponent’s current name recognition in the district, specifying areas or constituencies in which their name recognition is higher or lower.*

## Message Overview

**[The purpose of this section is to outline your campaign message. Successful campaigns have a tight message and stick to their key points.]**

**The Democratic Message**

*TOP: Democrats are working to restore balance and create opportunity.*

*Insert these latest talking points that have been poll-tested to ensure message consistency across the Democratic ticket, please use these as your key message points and incorporate major local issues as necessary.*

**The Republican Message**

Putting Families First: The politicians who are running the show in the Capitol have put special interests and their wealthy backers ahead of working families for too long. We need new leadership that puts families, workers, businesses and communities first.

**Message Bullet Points**

[*Insert three of these bullet points in your materials]*

*Insert**Candidate Name*will work hard to represent your values in the Legislature by:

Public Lands: Protecting our public lands legacy for our children and grandchildren; not letting politicians sell our fishing, hunting, and recreation places to special interests.

Education: Investing in our education system at today’s level so our children have opportunity for bright futures and so businesses have the workforce they need to prosper and pay good wages.

Economy: Working to attract and retain businesses that pay good wages and raise our incomes from near-last in the nation.

Government transparency and accountability: Managing state government so We the People know that our tax dollars are used efficiently and effectively. Ending pay-to-play politics that rewards well-connected and wealthy interests while leaving regular folks out in the cold.

**District-Specific Message**

Use this space to identify any district specific message points you need to incorporate into your campaign. Make sure that your local message is consistent with the Democratic message.

**Stump Speech**

Use this space to construct your three-minute stump speech. This should answer two basic questions you will be asked by everyone you speak with, who are you and why are you running. You will use this everywhere you go, at events, while you are at doors or on the phone, at fairs or parades, in community meetings and many other places.

**Message Box**

*Use this matrix to get a better understanding and framing of your message vs. your opponent’s message.*

|  |  |
| --- | --- |
| **What we are saying about ourselves:** | **What they are saying about themselves:** |
| **What we are saying about them:** | **What they are saying about us:** |

## Operations

**[The purpose of this section is to outline the basic structure of your campaign by identifying specific responsibilities of the candidate, the staff and key volunteer positions. Add to, remove from and re-arrange duties to meet your specific needs.]**

**The Candidate**

The candidate’s time is the most valuable resource on any campaign. The candidate’s two most important responsibilities are:

1. Identifying voters
2. Raising money

Many other tasks can (and should) be managed by staff or volunteers. Other candidate duties include:

* Attending candidate forums and community meetings
* Final approval of written materials (like palm cards, mail and press releases)
* Being available for media inquiries and endorsement interviews
* Attending campaign strategy meetings when needed and/or appropriate

**The Campaign Manager**

The campaign manager is responsible for the day to day management of the campaign and must ensure that all aspects of the campaign are in place. Their role is to implement the campaign plan, delegate appropriate tasks to volunteers and ensure the candidate is using their time resourcefully. Specific tasks that fall under the role of campaign manager (or should be delegated by the campaign manager to an appropriate volunteer) include:

* Producing walking lists for door to door efforts, cutting turf for these lists, and ensuring all data collected is appended to the VoteBuilder (a.k.a. VAN) database as soon as possible.
* Assisting the candidate in their fundraising efforts by organizing call sheets, tracking donors, sending thank-you notes, and supervising candidate call time.
* Scheduling the candidate’s time.
* Assisting in the recruitment of volunteers and maintaining a volunteer database.
* Supervising and training volunteers to do tasks like door-to-door, data entry, phone canvassing, etc.
* Working with vendors (graphic designers, printers, mail houses, web developers, voter ID companies, etc.) to ensure delivery of all needed services and materials.
* Conducting necessary opposition and issue research. Producing written materials (white papers, memos, web articles) to disseminate information as needed.
* Serving as the media contact (but not spokesperson) for the campaign. The candidate is the voice of the campaign, but the campaign manager should be the person the media works through. The campaign manager is also responsible for writing and distributing all press releases and media advisors (pending final approval from the candidate).
* Attending (ideally running) all strategy meetings and being part of all strategic decisions.
* Working with the treasurer to make sure all financial reports are filed with the Secretary of State on time.
* Developing and executing an aggressive GOTV plan (Make sure you are working closely with the local party, state party and Coordinated Campaign to ensure effective coordination.)

**Key Volunteers**

The following are suggestions for key volunteer positions that can be filled on your campaign. Add or remove to this list to meet your needs.

1. **Treasurer:** Keeps track of all incoming and outgoing funds. Files Sunshine Reports.
2. **Yard Sign Coordinator:** Organizes locations, distribution, and placement of yard signs.
3. **Letter to the Editor Coordinator:** Makes sure you have a strong LTE presence by finding individuals to write or sign letters. Ensures rapid response to negative letters or press.
4. **House Party Coordinator:** Recruits and coaches house party hosts. Assists in the scheduling and execution of house parties.
5. **Volunteer Manager:** Helps recruit volunteers to perform tasks like door-to-door and phone canvassing, GOTV efforts, lit drops, etc.

**Campaign Steering Committee**

Many campaigns find it helpful to have a campaign steering committee comprised of experienced and/or well-known community leaders. If you organize a campaign steering committee, it should represent the demographics of your district by having a representative from key constituencies. Duties of a campaign steering committee vary, but a few typical duties include:

* Helping develop campaign strategy
* Honing the campaign message and message delivery
* Assisting in fundraising efforts and/or hosting house parties
* Providing the campaign with access to new groups of potential donors and/or potential supporters

**Finance Committee**

The role of the finance committee is to assist the candidate in meeting fundraising goals. Each member of the finance committee should be asked to raise a specific amount of money for the campaign (no less than $500 and usually $1000 or more). For more information on the role of a finance committee, see the fundraising section of this plan.

## Vote Goal and Targeting

**[The purpose of this section is to identify the number of votes you will need to win. You can find projected voter turnout and a projected win goals for your district in the “District Fact Sheets” document that SDCDP staff can provide you.]**

**Estimated Number of Votes to be Cast**

Use the below formula (and figures from the “District Fact Sheet” document) to identify the projected number of votes in your race.

Estimated Number of RegisteredVoters = **[insert #]**

*(Based on current number and expected growth)*

**[Estimated Number of Registered Voters]** x **.61** (expected turnout percent) =

**[insert #]** registered voters casting votes

**[Registered Voters Casting Votes]** + **[insert #]** (estimated same day registrants) =

**[insert #]** total estimated number of voters casting ballots

**Estimated Vote Goal to Win**

Use the below formula (and figures from above) to calculate the expected number of votes needed to win in your district.

**[insert #]** (estimated number of voters casting ballots) / **2 + 1** = **[insert #]** vote goal to win

**Estimated Democratic Base Performance**

Based on past election results, democratic legislative candidates in **[insert district]** have received an average of **[insert %]** of the vote. **[Look at past election results to ascertain this number**.]

## Voter Contact

**[The purpose of this section is to help you identify how and where you will find the needed number of votes to win.]**

**Precinct Level Targeting**

Use the following chart (and some quick arithmetic) to identify the number of votes you will need to pull from each precinct in your district. Precinct Targeting Numbers will be available from the SDCDP staff sometime this summer.

1. Insert the precinct names
2. Identify the expected number of votes for each precinct based on the formula used to obtain overall expected vote from previous page
3. Insert democratic performance from “District Fact Sheet”
4. Multiply expected number of votes by democratic performance percent to identify the expected democratic base vote for each precinct
5. Assign a vote goal for each precinct – this step is not based on arithmetic, but rather on instinct. Look at the expected number of votes and democratic base performance to make an educated estimate of the number of votes you can pull from each precinct. Make sure the sum of your precinct vote goals totals more than your overall vote goal to win.
6. Find the difference between the Democratic base vote and the vote goal for each precinct. This becomes your number of new votes needed (in other words, this is the number of voters who will need to be persuaded to vote for you in each precinct).
7. Rank each precinct. Start by naming the precinct in which you should have the strongest support (with the strongest Democratic base vote and/or strongest tie to you as a candidate) as 1. Finish with the precinct in which your opponent should get the strongest support. Use your persuasion goal to help you rank each precinct.

**NOTE: When scheduling your door to door efforts, start with the precinct ranked 1. This will allow you to be in the areas that need more persuasion closer to the election.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Precinct Name or Number** | **Expected Number of Votes Cast** | **Democratic Performance %** | **Democratic Base Vote** | **Vote Goal to**  **WIN** | **New Votes Needed (Persuasion Goal)** | **Precinct Ranking** |
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**Identified Voter Goal**

We can assume that for every 1 voter we identify as a supporter, we will receive 1.5 votes (this model provides a hypothetical accounting for spouses and other voters who live with an identified supporter, but whom you may not get the opportunity to directly identify). We will have a goal of identifying the following number of voters by Election Day:

**[Vote Goal Needed to Win]** / **1.5** = **[Identified Voter Goal]**

|  |  |  |  |
| --- | --- | --- | --- |
| **Deadline** | **Percent of Goal Identified** | **Number Identified by Deadline**  ***Samples below are a model for an identified voter goal of 6,000. Replace these numbers with your own.*** | **Voter Contact**  **Attempts**  ***How many attempts it will take to hit your identified voter goal.*** |
| June 1 | 10% | 600 | 1200 |
| July 1 | 25% | 1500 | 3000 |
| August 1 | 40% | 2400 | 4800 |
| September 1 | 60% | 3600 | 7200 |
| October 1 | 80% | 4800 | 9600 |
| October 25 | 100% | 6000 | 12000 |

Based on these goals, we can anticipate needing to knock on at least twice as many doors or phones as the identified goal by each deadline. For example, we will need to be to [*3000*] voter contact attempts by July 1 and [*12000*] by October 25**. [Adjust these goals for your district. It may be helpful to determine weekly canvassing goals based on these figures.]**

**Direct Voter Contact**

The very best way to reach our identified voter goal is through voter canvassing (door to door and phone canvassing depending on the precinct’s population density). The campaign will use walking/calling lists from VoteBuilder to ensure we are maximizing our time by focusing on homes with registered voters. The candidate (and volunteers) will have a general script to use when talking to voters. This script will include a question that asks if we can count on the voter’s support. The voter’s response will be coded on a scale of either Yes/Undecided/No or 1-5 (as follows below) and will be entered into VoteBuilder for use in persuasion and Get Out the Vote (GOTV) efforts.

1. **Definitely Yes:** The voter answered yes without hesitation and is willing to donate or volunteer on your campaign.
2. **Leaning Yes:** This is the category most identified supporters will fall under. They are supportive, but will need additional contact to ensure they turn out to vote for you.
3. **Undecided:** The voter indicated that they would “think about” supporting you or indicated they would like additional information or to meet your opponent before making a commitment.
4. **Leaning Against:** This is the category for voters who seem to be leaning towards your opponent but are not 100% supportive of your opponent.
5. **Definitely Against:** The voter answered no without hesitation; you are 100% confident that they will support your opponent in the election.

**NOTE:** **Your campaign should have a committee in VoteBuilder (aka VAN) that allows you to track your supporters. If you are not set up in VoteBuilder yet, please contact the County Party at (858) 277-3367.**

## Voter Persuasion

**[The purpose of this section is to identify the ways in which we will persuade undecided voters.]**

**Door To Door / Voter Identification**

As outlined in our voter contact and field plan section, door to door (and phone canvassing where appropriate) will be the primary means of persuasion on our campaign.

**Digital Advertising**

Legislative campaigns should use our digital vendor to help with online advertising. This is a form of indirect contact that reinforces what the voter has learned about the candidate at the door. However, this is an important part of the persuasion piece. Good online advertising can increase candidate by favorability by 14% [Google]. Candidates need to own their name, start early, play offense, broaden coverage, and be mobile ready. The SDCDP recommends using 25% of your media budget on digital advertising. Cross-channel planning will make for a better user experience. We will follow one of the following programs:

**Digital on a Tight Budget:**

We will work with our digital vendor to create consistent Facebook ads, deliberately placed Google ads and banner advertisements (embedding an ad into a webpage). These ads will align with our mail plan and will have consistent branding and messaging.

**Ideal Digital Program:**

We will work with our digital vendor to create consistent Facebook ads, deliberately placed Google ads and banner advertisements (embedding an ad into a webpage). These ads will align with our mail plan and will have consistent branding and messaging. We will also work with the digital vendor to create video advertisements. Digital video does not only mean pre-roll ads. We will create video ads that can be used on TV as well as shorter clips for social channels.

**Direct Mail**

The focus of our persuasion program outside of canvassing will be direct mail. We will follow one of the following programs/patterns:

**Three Piece Program Five Piece Program**

Biography/Intro piece (positive) Biography/Intro piece (positive)

Comparative piece Issue specific piece (positive)

Issue based GOTV piece (positive) Comparative piece

Issue specific comparative piece

Issue based GOTV piece (positive)

**NOTE: A five-piece program is the most effective means of persuasion and follows a tested pattern of success.**

We will work with a graphic designer to ensure all pieces look professional. We will make the message consistent with the Democratic message to provide consistency and increase effectiveness.

If following the five-piece program, we will have our biography/intro piece hit approximately 3 weeks before the election, with the positive piece 2 weeks before and both comparative pieces the week prior to the election. The GOTV piece will hit the weekend before the election.

If following the three-piece program, we will have our biography/intro piece hit approximately 1.5 weeks before the election and our comparative piece hitting mid-week the week prior to the election. The GOTV piece will hit the weekend before the election.

**Radio Advertising**

If appropriate, cost-effective and expected, legislative campaigns may want to look into purchasing one or two weeks of radio advertising. In such cases, work with the stations or an advertising agency to ensure the ad sounds professional and is well produced. Because this is the least targeted means of persuasion (meaning it will reach people who are not voters in your district), you should never sacrifice a more targeted program (like mail) for radio. The same rules apply to TV and newspaper advertising.

**Paid Persuasion / Paid ID**

We will supplement our door to door efforts with paid persuasion ID (using a phone vendor to call voters with a persuasive voter identification script) as needed in October. If we feel we do not need the persuasion component, but need to boost our number of identified voters, we may instead use this portion of our budget to run head to head “polling” ID calls. The results of these calls can be appended to VoteBuilder (aka VAN) and used in our GOTV efforts. We will work with Tom Hamilton if we decide to add this to our plan.

**Campaign Budget**

**[The purpose of this section is to establish a campaign budget and identify areas of spending.]**

**Establishing a Budget**

Most successful Democratic legislative campaigns in have spent between $4 and $7 a vote, with $5.50 being the average in the most competitive districts.

Based on previous elections and Democratic performance in our district, we believe our campaign needs to be at the **[$4, $5.50 or $7]** budget level.

With an estimate of **[insert number]** votes needed to win, our campaign will operate on a projected budget of **[insert amount]**.

**Budget Outline**

The following is a sample $40,000 budget. Please use this as a guideline for establishing your budget, adjusting up or down and adding or removing expenditures as needed. An addition, for example, might be the costs associated with a website.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Total** |
| **Expenditure:** |  |  |  |  |  |  |  |  |
| Manager |  | 2500 | 2500 | 2500 | 2500 | 2500 | 2500 | **15000** |
| Postage | 50 | 50 | 50 | 100 | 100 | 100 | 50 | **500** |
| Printing | 1000 |  |  | 100 | 1000 | 500 |  | **2600** |
| Rent |  | 500 | 500 | 500 | 500 | 500 | 500 | **3000** |
| Phones |  | 100 | 100 | 100 | 200 | 300 | 100 | **900** |
| Paid Phone ID |  |  |  |  |  | 4000 |  | **4000** |
| Direct Mail |  |  |  |  | 1000 | 10000 |  | **11000** |
| Signs |  |  |  | 1250 |  |  |  | **1250** |
| Radio |  |  |  |  |  | 1250 |  | **1250** |
| Advertising |  |  |  |  |  | 200 |  | **200** |
| Digital Advertising | 250 | 250 | 500 | 500 | 500 | 1000 | 1000 | **4000** |
| Coordinated Campaign Buy- In |  |  |  | 500 | 500 |  |  | **1000** |
| Misc. | 50 | 50 | 100 | 100 | 400 | 500 | 100 | **1300** |
|  |  |  |  |  |  |  |  |  |
| **TOTAL** | **1350** | **3450** | **3750** | **5650** | **6700** | **20850** | **4250** | **$46000** |
| Fundraising | 3000 | 4000 | 8000 | 10000 | 10000 | 10000 | 1000 | $46000 |
| Balance | 1900 | 3700 | 6450 | 13600 | 17100 | 3250 | 0 | $0 |

## Fundraising Plan

**Fundraising Goals**

Based on our budget, the following fundraising goals must be met or exceeded. **[These numbers are from the sample $40,000 budget. Adjust your goals to meet your specific budget.]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Total** |
| Fundraising | $3000 | $4000 | $5000 | $10000 | $10000 | $8000 | $0 | $40000 |

In order to reach these goals, we will work to secure donations in the following amounts/categories. **[Think about your friends and family and community and decide how many donors you will need to find at each donor level to achieve your overall fundraising goal.]**

Think of your donors like a pyramid. The top of the pyramid are a small number of major donors, with the number of donors increasing as the level of donation decreases.

|  |  |  |
| --- | --- | --- |
| **Number of Donations** | **Donation Amount** | **Total**  **Raised** |
|  | $1000 |  |
|  | $750 |  |
|  | $500 |  |
|  | $250 |  |
|  | $100 |  |
|  | $50 |  |
|  | $25 |  |

You will likely get about a 50% success rate on personal asks / calls (so for every 4 asks, you’ll get 2 donations). **The only way for a fundraising plan to fail is if not enough people are given the opportunity to donate.** If you are falling short of your fundraising goals, increase your fundraising universe.

**Fundraising Lists**

The candidate will put together a comprehensive friends and family list to be used in initial fundraising. The candidate should brainstorm former business associates, friends, neighbors, community contacts, family, etc. Have a volunteer (like a spouse/parent/friend) help find phone numbers for each of these individuals. This list will be the first list the candidate calls through.

**TIP: One way to compose a “friends and family” list is to think of 10 categories of people (former classmates, friends from church, neighbors, co-workers, people you’ve been in clubs or organizations with, etc.) and then think of 10 or more names under each category. This exercise will quickly give you a starting list of at least 100 potential donors.**

From the “friends and family” list, the candidate will work with local elected officials, past candidates, local Democratic party officials, etc. to find out if there are existing lists of local donors. Always ask permission before using someone’s personal donor list for your fundraising efforts.

Ask key supporters to help the campaign brainstorm new names. The candidate may wish to ask key supporters to compose their own “friends and family” lists for use in fundraising.

**Dialing for Dollars**

The campaign will focus our fundraising efforts on “dialing for dollars”, or phone based fundraising. Candidate driven phone based fundraising is the most effective means of raising money for a campaign.

The candidate will spend four to six hours per week on the phone soliciting donations.

Prior to the calls, the campaign manager or volunteer will prepare call sheets for the candidate with a suggested donation amount. A donor should always be provided the opportunity to give the most they are able, so the candidate must start with a high ask and work down.

Once the campaign is signed up for online contributions, we will provide donors with the opportunity to donate immediately online while on the phone with the candidate. This will increase the rate of return by ensuring the donations that are promised are received. If the donor would like to donate by check, a letter and addressed envelope will be sent to them the morning after the call is made.

The campaign will follow the “thank before you bank” philosophy of sending a thank you note to each donor before their check is deposited. If the donation comes online, a thank you will be sent the following day.

**Mail Fundraising**

The campaign should plan to send at least one fundraising letter a month. These fundraising letters should follow best practices and we will make sure to follow up with call time to recipients.

**Email Fundraising**

The campaign should plan to send at least one email a week. These emails will vary in content and be a mixture of fundraising, campaign updates, volunteer asks and invitations to events. We will follow best practices when writing emails.

**House Parties and Events**

The campaign will set a goal of raising approximately 10% - 15% of the overall budget through house parties and events. Because house parties and events will only yield a small portion of our overall budget, we will only spend a small portion of our time organizing these events (using volunteers whenever possible).

The campaign manager or finance committee will help recruit hosts for house parties (with a goal of holding three house parties per month). House party hosts will work with a representative from the finance committee and/or the campaign manager to ensure all aspects of the event are covered. Hosts are responsible for invitations and follow up calls (follow up calls are the key to a successful house party). The host will provide refreshments at the event. The host should make a strong ask to their guests for donations to the campaign at their party. We will work with each host to set a fundraising goal for the evening before the event so that everyone (manager, candidate, host) are all on the same page about the expectations for the night.

**Fundraising from PACs**

The campaign will complete the process for endorsement from in-state PACs that have a friendly tradition towards Democratic candidates (Education Association and the AFL-CIO are two examples) and/or have a specific connection to the candidate (i.e. Trial Lawyers Association if you are a lawyer). As a challenger, we recognize that we will not receive a large amount (or potentially any) financial support from PACs and lobbyists, so we will concentrate our efforts on individual donors.

**Finance Committee**

A finance committee can be a helpful resource in developing fundraising lists for the candidate to call through. Each individual who serves on the finance committee should be assigned an amount to raise for the campaign ($1,000, for example). The finance committee member would then be responsible for reaching out to individuals they have access to, but the candidate may not, to raise these funds. Finance committee members may also host a house party and should help recruit house party hosts.

**Fundraising Script Outline**

Use this outline to help you develop fundraising materials.

1. **Introduce yourself**
   1. Make sure they know they are talking to the candidate!
   2. Remind the donor of when you met or give them the name of the person who suggested you contact them.
2. **Campaign mission**
   1. Give a quick one or two sentence explanation of why you are running. Use values language!
3. **Assure the donor that you can win**
   1. Let the donor know the successes you are having (endorsements, for example) and/or
   2. Share a piece of data that shows the viability of your campaign
4. **Provide them with the opportunity to INVEST in your campaign**
   1. When asking for the donation, use language that reminds the donor that by contributing to your campaign they are really contributing to the values you share. A contribution to your campaign is an investment in our future.
   2. Always ask for a specific amount or range
   3. Once you have made the ask, **shut up and wait**
5. **Listen closely to their response**
   1. IF THEY SAY YES: Set up a way to collect their donation (let them know you’ll be sending them an envelope or direct them to your ActBlue page)
   2. IF THEY SAY NO: Thank them for their time. Ask if they would be willing to help your campaign in another way, like volunteering their time.
   3. IF THEY SAY MAYBE: Don’t assume the answer is “no” when the donor has said “I’ll think about it” or “Not now” – both of these responses provide you will the opportunity to follow up with the donor. Respond with, “I’d like to follow up with you in a month to see if that is a better time / if you’ve had time to think about it. Would that be okay?”

**REMEMBER – “NOT NOW” is NOT “NO”**

1. **Thank them for their time**

**NOTE: The following page is an example of a call sheet to be used by the candidate when “dialing for dollars”. Use this copy or create something specific to your needs.**

Fundraising Call Sheet

|  |  |
| --- | --- |
| Name: | Phone Number: |
| Donor Information: | Address: |
| ASK: | PLEDGE: |
| Comments / Follow Up: | |

**Date of Call: \_\_\_\_\_\_\_\_\_ Letter Sent: \_\_\_\_\_\_\_\_\_**

**Contribution Received: \_\_\_\_\_\_\_\_\_ Thank You Sent: \_\_\_\_\_\_\_\_\_**

## Email Plan

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Fundraiser** | | | **Acquisition** |  |  |  |  |
| **Sign On** | | | **GOTV** |  |  |  |  |
| **Volunteers** | | | **Other** |  |  |  |  |
| **Day** | **Date** | **Time** | **Email Name** | **Sender** | **STATUS** | **Website** | **Social Media** |
| Monday | 2/1/16 |  |  |  |  |  |  |
| Tuesday | 2/2/16 |  |  |  |  |  |  |
| Wednesday | 2/3/16 |  |  |  |  |  |  |
| Thursday | 2/4/16 |  |  |  |  |  |  |
| Friday | 2/5/16 |  |  |  |  |  |  |
| Saturday | 2/6/16 |  |  |  |  |  |  |
| Sunday | 2/7/16 |  |  |  |  |  |  |
| Monday | 2/8/16 |  |  |  |  |  |  |
| Tuesday | 2/9/16 |  |  |  |  |  |  |
| Wednesday | 2/10/16 |  |  |  |  |  |  |
| Thursday | 2/11/16 |  |  |  |  |  |  |
| Friday | 2/12/16 |  |  |  |  |  |  |
| Saturday | 2/13/16 |  |  |  |  |  |  |
| Sunday | 2/14/16 |  |  |  |  |  |  |
| Monday | 2/15/16 |  |  |  |  |  |  |
| Tuesday | 2/16/16 |  |  |  |  |  |  |
| Wednesday | 2/17/16 |  |  |  |  |  |  |
| Thursday | 2/18/16 |  |  |  |  |  |  |
| Friday | 2/19/16 |  |  |  |  |  |  |
| Saturday | 2/20/16 |  |  |  |  |  |  |
| Sunday | 2/21/16 |  |  |  |  |  |  |
| Monday | 2/22/16 |  |  |  |  |  |  |
| Tuesday | 2/23/16 |  |  |  |  |  |  |
| Wednesday | 2/24/16 |  |  |  |  |  |  |
| Thursday | 2/25/16 |  |  |  |  |  |  |

## Media and Communications

**[The purpose of this section is to identify media outlets in your district and to establish a basic media strategy.]**

**Media Relationships**

Early in the campaign cycle, the candidate will extend a call of introduction to key members of the press and media. If a campaign manager is hired at this time, that individuals name and contact information will be distributed.

The campaign will complete all questionnaires from local media and look for other opportunities, like op-eds or guest opinions, to use local media to deliver our message.

When appropriate, the campaign will send press releases or hold press conferences. This may be to announce key endorsements, key policy plans or to denounce attacks. **[This works better in areas outside of Ada County where legislative candidates get more attention from local media.]**

**Media Outlets in District**

Use the below spreadsheet to list all media outlets and key contacts in your district. **[SDCDP Staff can provide this for you if you don’t already have it]**

|  |  |  |  |
| --- | --- | --- | --- |
| **Station or Paper Name** | **Reporter / Contact** | **Phone and/or Email** | **Other Details**  ***(Times of call in shows, deadlines for submission, etc.)*** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Letters to the Editor**

We will have a strong letters to the editor campaign organized by a volunteer coordinator. We will provide supporters with pre-written letters that they can sign and submit and talking points to write their own letters. We will have a list of individuals who are prepared to respond rapidly to negative editorials or letters from our opposition. We will start our LTE campaign right after Labor Day and increase the frequency of letters up until the election.

**NOTE: Use the press release template on the following page when sending information to the media. Make sure you respect the media’s time. Press releases should be substantive, professional and have something new (and news worthy) to report.**

Candidate Name

for State Legislature

|  |  |  |
| --- | --- | --- |
| **FOR IMMEDIATE RELEASE** | **CONTACT:** | Insert Name |
|  | **Phone:** | Insert Phone |
| **Date 00, 2020** | **Email:** | Insert Email |

|  |
| --- |
| **Headline tells the story**  ***The deck teases the reader to continue*** |
| **CITY, –** Insert copy here.  **###** |

## Timeline

**[Use this page and the following calendars to identify a timeline of activities and to schedule events. Don’t forget to schedule call time and time for door to door!]**

**March**

Fundraising:

Voter Contact:

Other:

* Write campaign plan
* Design Website
* Finance Committee formed
* Introduction calls to local media

**April**

Fundraising:

Voter Contact:

Other:

* Attend candidate training
* Palm card designed and to the printer
* Campaign manager interviews and offer

**May**

Fundraising:

Voter Contact:

Other:

* Begin House Parties
* Begin Canvassing
* Plan and book election advertising with local media *(most papers will not require candidates to pay for advertising until the ads are actually placed)*

**June**

Fundraising:

Voter Contact::

Other:

* Find and rent office space

**July**

Fundraising:

Voter Contact:

Other:

* Order yard signs
* Attend Coordinated Campaign meeting
* Walk in July 4th Parade

**August**

Fundraising:

Voter Contact:

Other:

* Begin working on direct mail
* Make Coordinated Campaign Buy-In
* Attend County Fairs

**September**

Fundraising:

Voter Contact:

Other:

* Place yard signs
* Finalize direct mail designs/message
* Secure time with key vendors (paid phone ID, printers, mail houses, etc.)

**October**

Fundraising:

Voter Contact:

Other:

* Purchase radio ads

**November**

Other:

* GOTV
* WIN!