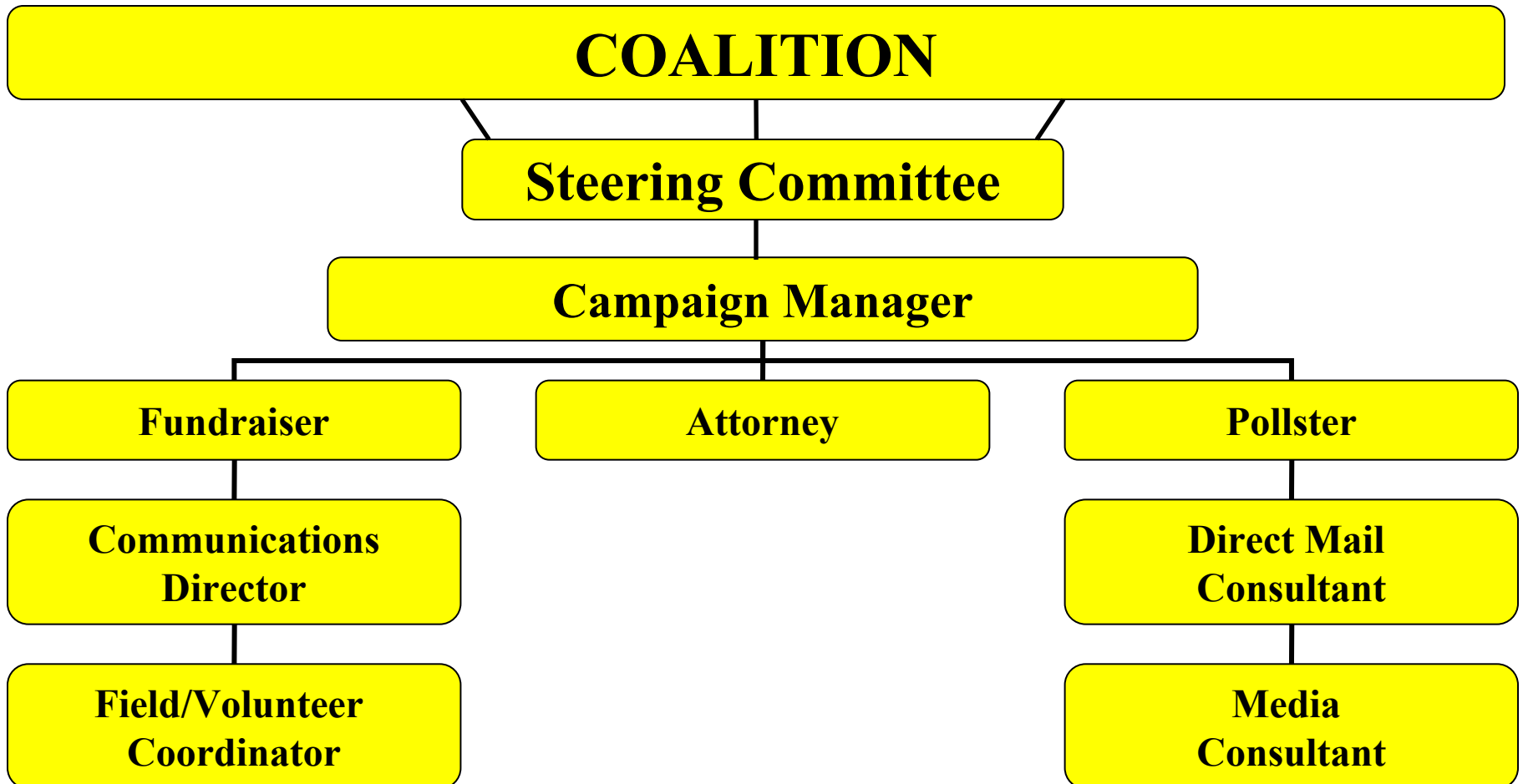


Campaign Structure and Budgeting

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Campaign Structure





Campaign Plan

- Strategy Memo
- Targeting Plan
- Paid Media Plan
- Earned Media Plan
- Budget
- Fundraising Plan
- Organizational Chart



Opposition Strategy

- Identify opposition
- Anticipate their messages
- Outreach to them
- Use coalition building to neutralize



Communications

Coalition Membership Communication

- Newsletters
- Websites
- E-Mail Alerts
- Mailings
- Media Training



Earned Media

- News coverage
- Editorial Endorsements
- Op-eds
- Letters-to-the-Editor

Paid Media

- Direct Mail
- TV
- Radio
- Ads & Signs
- Web Site



Grassroots & Grasstops

- Grassroots
 - Coalition memberships
 - Mobilize volunteers for a variety of purposes
- Grasstops – The “Influencers”
 - Community and business leaders
 - Elected officials
 - Coalition leaders and board members
 - Test names in your poll



Get Out The Vote “GOTV”

- Door-to-Door Canvassing
- Phone Banking
 - Professional vendor
 - Volunteer



Timeline

- Start with election day, work backwards
- Identify important dates
- Integrate communications plan



Budgeting

- Categorize expenses:
 - Staff
 - Research
 - Fundraising
 - Direct voter contact
 - Earned media
 - Technology
 - Overhead

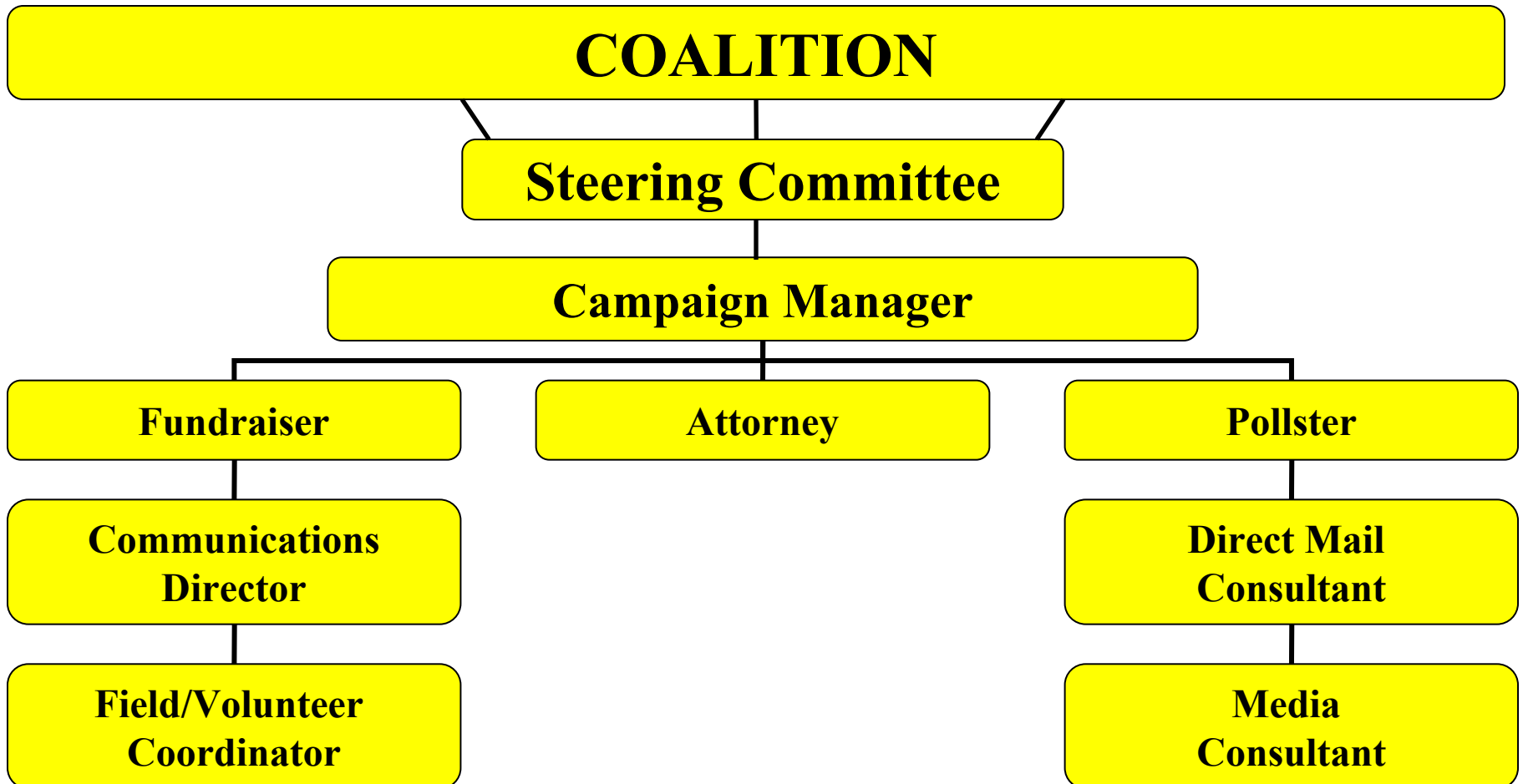
- Create a cash flow timeline

- Mobilization vs. Persuasion

- Cost-cutting tips



Campaign Structure



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