



Designing a Winning Campaign Organization

Roles and relationships in a modern political campaign

Command focus

Single, unified theme into which all sub-messages are anchored.

Defines the choice presented to voters.

F  **RWARD.**



McCain

www.johnmccain.com



**It's Morning
Again In America.**

- Ronald Reagan, 1984

Strategy and Theme Shape the Campaign

Political environment and landscape

Key strategic assumptions

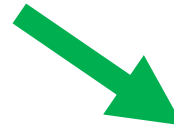
Strengths and weaknesses (SWOT Analysis)

Leesburg Grid/Message grid

Command focus/theme and message

Message segmentation by stratified market.

What never to say/traps to avoid



Goals and Objectives
Strategy Statement
Strategic Plan

Where are the voters now?

Initial research

Voter mood and priorities

What do we have to work with?

Our candidate and party

Vulnerability assessments

Voter sentiments

How do we get them there?

Command focus

Defining our candidate

Adding support

Defining the opponent*

Mobilization

Where do we need them to be?

Vote goals

Winning coalition

Voting day sentiments

Understand the Battlefield to Correctly Design the Campaign

- Voter history – voter turnout (complete breakdown)
- Number of votes needed to achieve campaign objective.
Vote goals by locality, down to precinct level
District by-the-numbers
- Demographic data (complete report and update)

Principles for Successful Organizational Design

- Reflects the campaign's objectives.
- Matches the battlefield and nature of the race.
- Exhibited through strategies and tactics.

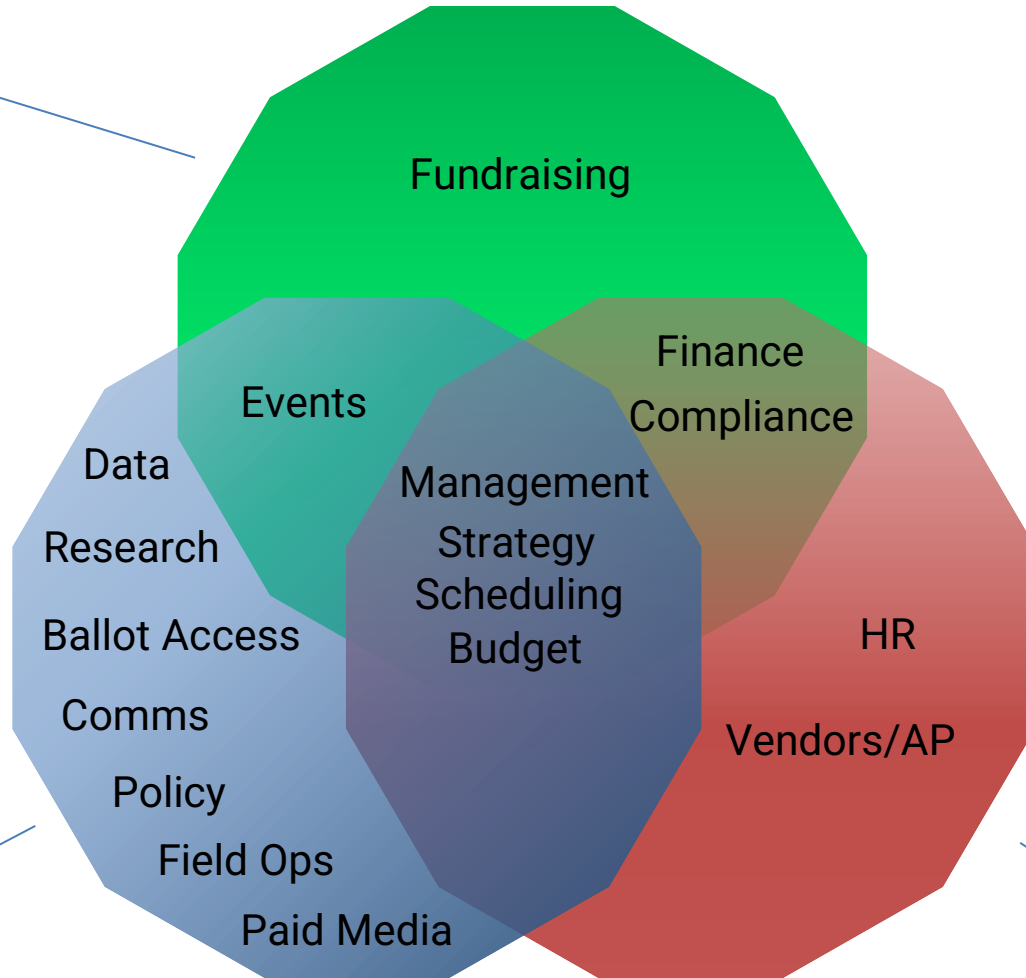
A Comprehensive Campaign

Every campaign has the same key functions.

The Difference: How many
different people execute them.

DEVELOPMENT

**POLITICAL
CAMPAIGN
FUNCTIONS**



POLITICAL

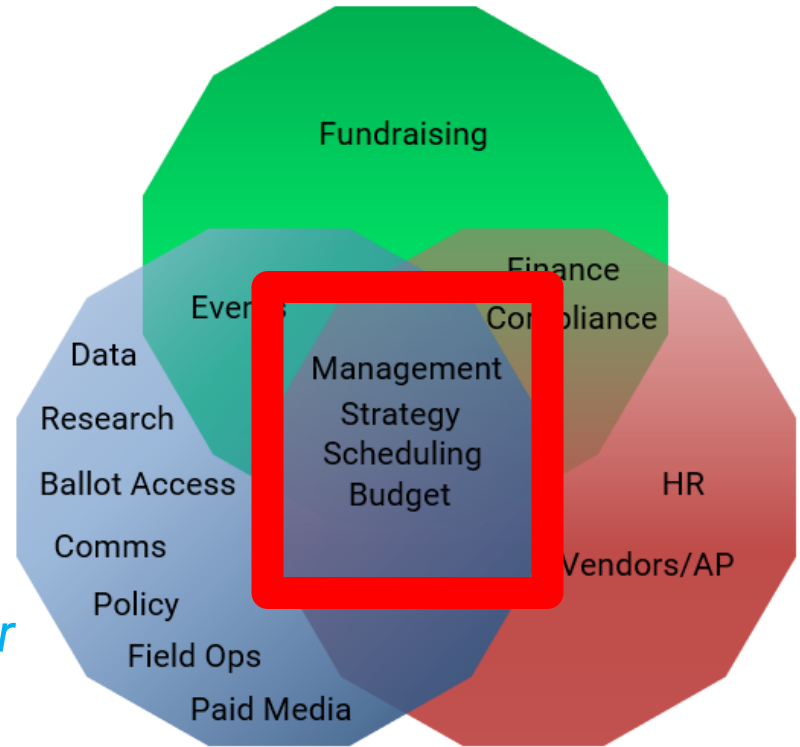
BUSINESS

Management: The Nexus

Management

- Focus on achieving milestones and objectives.
- Leading to ensure functions are executed according to plan.
- Monitoring and adjustments to strategy, tactics.
- Firm grasp on scheduling and budgeting.

Spending our time, and spending our money, on the right things.



Development/Fundraising

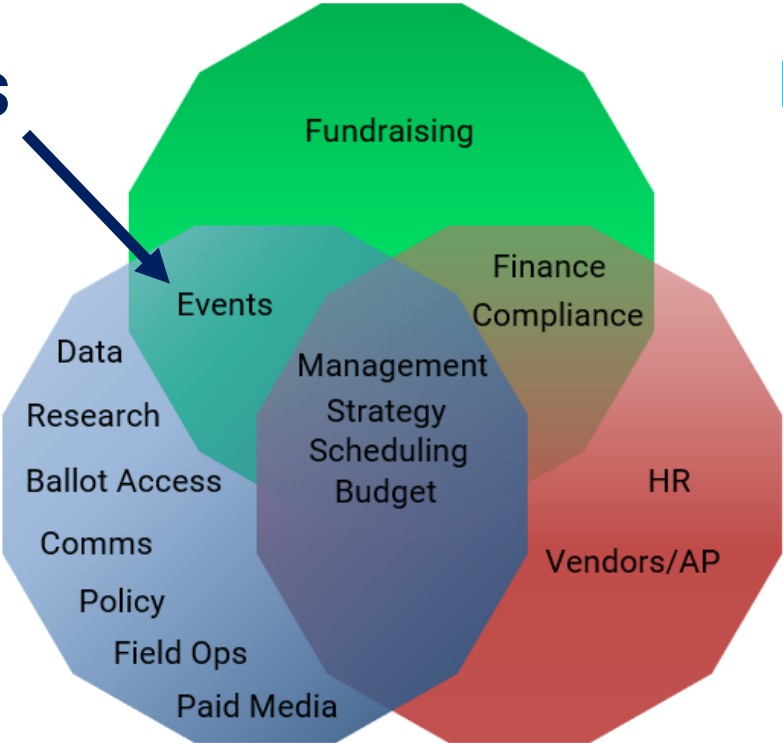
Development

- Fundraising
- Management: Balance fundraising with spending
- Tools for success
- Priority for candidate's time
- Which tools?
- Donor communications and relationships

Fundraising Tools/Programs

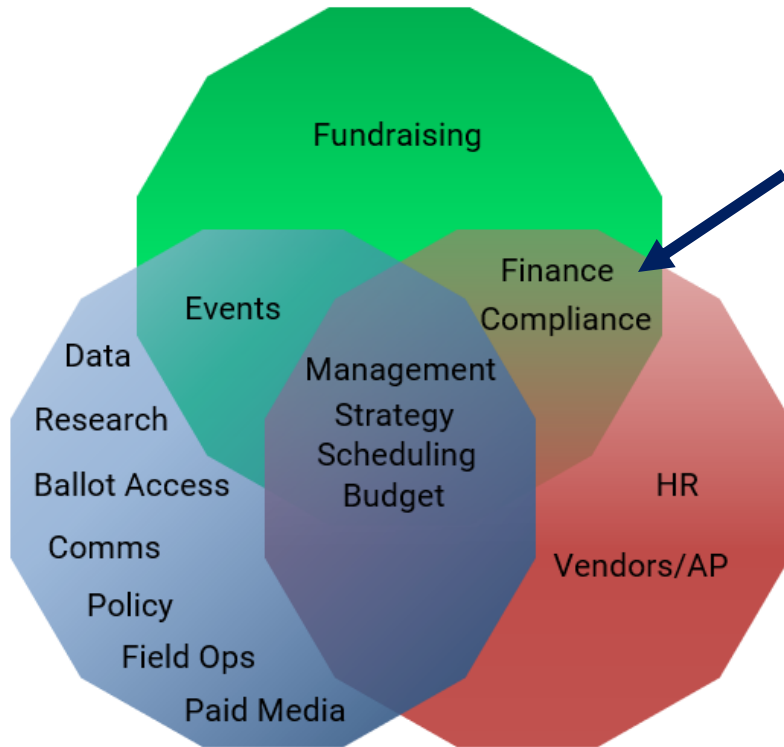
Finance Chairman/Committee
Personal Solicitation
Digital
Events (Large, Small)
Mail

Events



Common Elements: Political and Finance Events

- Venue
- Promotion
- Signage
- Staging
- Check in
- Program/Scripting
- Parking
- Photo line/area



Treasurer Functions

- Finance
- Deposits
- Cash flow
- Accounting

Compliance/Legal

- Disclosure
- Reporting
- Acceptable funds
- Labor laws
- Permits

The Business Side of the Campaign

The Business Side of the Campaign

- Human Resources
- Working with vendors
- Contracts
- Campaign headquarters:
Rent, utilities, security
- Information Technology
- Spending/budget
- Expenses/reimbursement
- Employee/vendor policies



**Political:
The “campaign” part of the campaign**

Political

The voter influence machine



Data

Voter targeting roadmap

- Which voters are we communicating with?
- How do we reach them?
- With what messages?
- When?
- Microtargeting. Analytics. Polling. Focus groups.



Research

No surprises

- Candidate vulnerability assessment
- Opposition research
- Tool for message development
- Integrated with rapid response



Ballot Access

You can't win if you're not on the ballot

- What are the rules?
- Petitioning. Nomination.
- Tricks
- Strong connection with legal



Communications

Earned media and digital

- Theme and messages
- Driving force
- Message of the day
- Earned media events
- Interviews
- Debates
- Surrogate speakers and bracketing
- Rapid response
- Crisis communications



Policy

You actually *are* expected to have an answer for everything

- What are our solutions?
- Credible candidate with credible ideas
- Responding to group questionnaires
- Briefings
- Fact checking



Field Operations

Political programs

Leader/Group
Endorsements

Coalitions

Editorial page
endorsements

Election Day
activities

Petition drives

Radio show
call in program



Field Operations

Voter contact

Door to door

Phone banks

Neighborhood
events

Recorded calls

Post cards

Local elected
leaders letter
program



Paid Media

Targeted advertising

Voter contact
mail

Broadcast
advertising

Digital
advertising

Outdoor
advertising

Tele-town halls

Paid calls



Scheduling

Time is a critical resource

- Maximize effective use of candidate time
 - Geographic targeting
 - Issue targeting
 - Demographic targeting
- Types of events to attend/conduct
- Scheduler duties and programs
- Advance and traveling staff
- Follow ups



The Flow of the Campaign: Timelines and Calendars



Develop detailed calendars and timelines for:

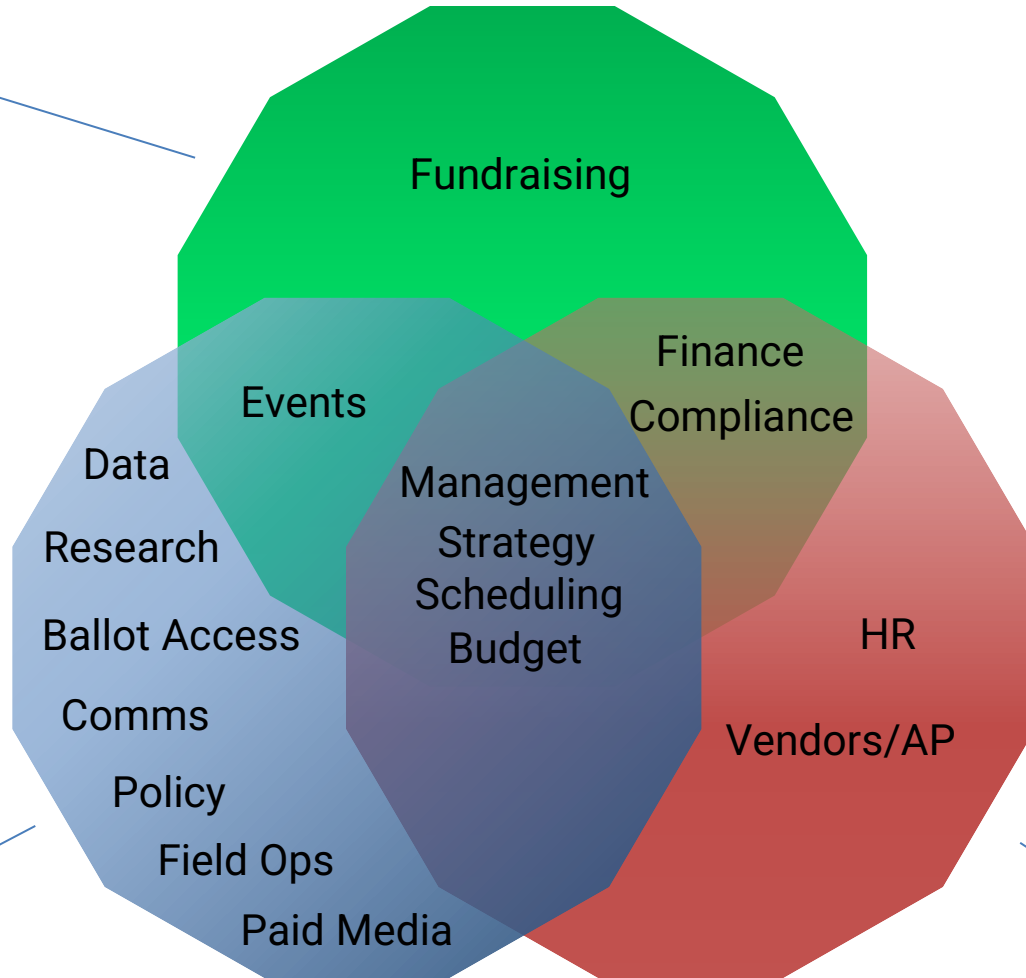
- The candidate
- All other campaign activities

Timelines and calendars need to be shared with those with the need to know.

Learn where your opponent spends time and money.

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POLITICAL

BUSINESS



Campaign Organization

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