

**Course Title: “Operations of Campaigns, Organizing and Advocacy”**

**Summary of Topics DRAFT**

**I.. Political Campaigns**

**A.. Initiating a Campaign**

- Types of Campaigns: congressional, state-wide, state legislative, county, municipal
- Compliance: registration and filing
- Staffing a campaign: typical roles, position descriptions, recruiting

**B.. Fundraising**

- Telemarketing to your vast personal and professional network; and reoccurring donors available from accessing Federal Election Committee databases.
- Meet & Greets: Virtual and In Person (email or traditional mail invitation, matching)
- Political Action Committees
- Email Blasts
  - Strategy: frequency, segmenting lists on: both frequency and content based on open rates and click through rates, donor size, donor funds received
  - Bombarding Risk: Email provider domain profile ratings lowered: spam, promotional tab

**C.. Building Volunteer Network**

- Recruiting Opportunities:
  - Fundraising Meet & Greets, Debates
  - Town Halls either virtual or in-person by targeting groups
    - Established area political groups by neighborhood, county
    - Schools: high school, university and college
    - Associations, clubs, policy/advocacy groups: (veterans, environmental, )
    - Additional: sororities and fraternities, community organizations, religious/careful
- Building out “Obama-like” Volunteer Team Leader Network: Oversight leaders for 15-30 ppl
- Importance of Clean and Accurate Database Management

**D.. Social Media Platforms**

- Major Sites: Instagram and Twitter
- Messaging Strategies: frequency, approvals, content priorities

**E.. Website**

- Functionality and Design. Choosing custom or existing political candidate platforms
- Major Components: key messaging, policy positions, endorsements, background volunteer signup, contributions, Virtual Town Hall signups/hosting link

**Course Title: “Operations of Campaigns, Organizing and Advocacy”**

**Summary of Topics DRAFT**

**I.. Political Campaigns (continued)**

**F.. Voter Outreach**

- Understanding Major Party Database Systems: Vote Builder/NGP VAN, NationBuilder
- Persuasion and Getting Out The Vote Objectives: Differ during primary, run-off and general
- Canvassing
  - Approaches: independent, group, time slots
  - Training & Effectiveness: script importance, dress, debate quick links
  - Territorial and Parameter Strategies: party affiliation, prior voter in primary or general, possibly known candidate preference/leanings within party
- Town Halls: in-person or virtual in conjunction with voter outreach above (targeted listing)
- Phone Banking
  - Technology Options: Hub-dialers, independent call-in
  - Training: script Importance
- Texting, Postcards, Other
  - Technology options
  - Training: script importance
- Major Events: Debates, individual or coordinated party rallies

**G.. Up and Down Ballot Affiliations:** Avoiding “endorsement” but alignment can be advantageous

**H.. Political Action Committees:** Guidelines, restrictions, contribution limit advantages (entirely separate activity from campaign)

**II.. Advocacy Groups**

**A. Becoming an Influencer: Expanding Your Credibility and Exposure**

- Media Exposure
  - Press Releases
  - Television/Radio/Newspapers: messaging, roleplaying, interviewing with reporters
  - Utilizing a Media Consultant/Publicist
- Growing your Brand: social media, conferences, speaking engagements

**B. Strategic Organizational Decisions**

- Partisan or Bi-partisan
- Legal Entity: Various Not-for Profit options, LLC, etc.

**Course Title: "Operations of Campaigns, Organizing and Advocacy"**

**Summary of Topics DRAFT**

**III.. Project Management Incorporated into Assignments**

- Action Plans (Activity, Description, Responsibility, Target and Completion Dates)
- Effective Purchasing Strategies and Avoiding Pitfalls: Competitive Bidding, RFPs and securing professionals/consultants through referrals and interviewing
- Gantt Charts (Major activity sequencing and critical path recognition)