Running for Elected Office

Republican National Committee

Candidate Prep

- Why are you running?
  - Establish reasons why you are running for the office.

- Know your District
  - Analyze past election results.
  - Look at voter registration breakdowns and identify potential target groups to increase voter turnout.
  - Determine major issues voters are facing within the district.

- Know your Strengths
  - What makes you the best candidate for the position?
  - How are you uniquely qualified?

Building A Campaign Plan

Campaigns are limited in resources. A written campaign plan is your roadmap to success on election day – laying out how time, money, and volunteer efforts will be spent. Components of a plan:

- Short term and long-term political goals
- Campaign Organization
- Political Calendar
- Growing Support
- Volunteer Recruitment
- Volunteer Training
- Field Efforts

District Report _____

- **Current Office Holder:** Incumbent Democrat
- **Top Business & Industry:**
- **Demographics:**
  - Median Age:
  - Race:
  - Medium Household Income:
  - District Geography:
- **District Issues:**

Race	Republican	Democrat	Margin
2020			
2022			
2024			

Branding & Messaging

- What is Your Message?
  - Use the issues facing voters, your candidates' strengths and unique qualifications to identify the best strategic messaging that will connect with voters wants and needs.
- Campaign Branding
  - Establish an identifiable consistent brand for your campaign materials, website, and social media.
- Elevator Pitch
  - Quick 30 seconds or less first impression, should identify your name, what you are running for, your ideas on your most important issue and a call to action. (Usually, close with ask for support)
- Stump Speech
  - Should identify who they are, why they are running, their ideas on issues, and a call to action.
  - Be sure to practice, practice, practice.
- Talking Points
  - Draft talking points for each issue of the campaign.
  - Build out talking points to counter opposition candidates as well.

Operations & Compliance

Committee Formation

- Form an campaign committee.
- Register with the proper board of elections.
- Appoint a governing body or Treasurer to oversee campaign finances.

Filing Paperwork

- File paperwork with appropriate elections office.
- Potential work around to paying filing fees such as petition gathering.

Bank Accounts and Reporting Procedures

- Open all necessary campaign bank accounts.
- Build out reporting policies and procedures.

Campaign Team

- **Campaign Chair:** Usually a volunteer role responsible for identifying endorsements, fundraising targets, and to assist in strategic planning.
- **Campaign Manager:** Oversees all day-to-day operations of the campaign.
- **Communications Director:** Responsible for all targeted messaging and communications with the state and local media.
- **Compliance Officer:** Sometimes also called a Campaign Treasurer, responsible for tracking and reporting all campaign finances.
- **Campaign Surrogates:** Influential members of the community who speak in support of and on behalf of your campaign.

Important to note that most campaigns rely on volunteers. Utilize your personal networks including family and friends to take on key leadership roles within the campaign.

Potential Vendor Relations

- **Working with Vendors**
  - Vendors are organizations that assist with Fundraising, Data, Digital, Field Communications and more.
  - Use the State Party and RNC to determine which vendors will be best to work with.
- **Contracts with Vendors**
  - Request contracts from each vendor.
  - Avoid working with vendors with poor reputations.
  - Get everything in writing.
  - Read and then read again before signing any contracts.
- **Working with the State Party**
  - State Parties work hand in hand with the Republican National Committee to identify the best vendors for candidates to work with.
  - Use the State Party and RNC as a resource.

Campaign Infrastructure

- **Website:** Provides the campaign with a digital home for supporters, fundraising efforts, and campaign messaging.
- **Fundraising Platforms:** How do you plan to allow supporters to donate online?
- **Social Media:** Create campaign accounts for Twitter, Facebook, and Instagram. Interact with the platforms often to share updates, drive up support, and fundraise.
- **Data Management:** How do you plan to manage and organize voter information for your district? Work with your State Party to utilize GOP Data Center.
- **Internal Tracking:** Identify how you will track detailed information on volunteers, supporters, and surrogates. A simple Excel document can work or a CRM is another option.

Campaign Budget

Build out a comprehensive budget of operating expenses

Note: 70+ Percent of the budget should be spent on direct voter contact.

Voter Contact

- Direct Mail
- Digital Ads
- TV Ads
- Canvasing & Phone Efforts
- Radio Ads
- Print Media

Operations

- Salaries
- Consultant Fees
- Travel Expenses
- Bank Fees
- Office Expenses: rent, utilities, supplies
- Website
- Voter File & Databases

Fundraising

- Printing & Postage
- Letterhead & Envelopes
- Events
- Donation Cards

Campaign Materials

- Business cards
- Yard signs
- 4x8 signs
- Merchandise

Campaign Calendar

- **Election Deadlines**
  - Filing Dates
  - Campaign Finance Reporting Deadlines
  - Election Day
- **Campaign Events**
  - Community Events
  - Local Republican Committee Events
- **Internal Campaign Calendar**
  - Fundraising Benchmarks
  - Voter Contact Goals
  - Additional Milestones

Keeping a detailed calendar will help keep your campaign organized and on track for success.

Campaign Goal Setting

- **Fundraising Goals:** Based on your campaign budget identify fundraising objectives. Donor goals, timeline benchmarks, etc.
- **Vote Goal:** A vote goal is the number of votes you will need to secure 50% +1 in your election. A vote goal is established by identifying potential turnout in an election and then identifying who your supporters are, who will oppose you and who can be swayed.
- **Target Universes:** Work with your State Party and RNC Data to identify target universes for voter contact efforts.
- **Voter Contact Goals:** Based on your vote goals you can establish how many voters you will need to contact; how many times you need to contact them and how you will contact them.
- **Recruitment Goals:** How many volunteers do you need? How many surrogates? How many email subscribers?

Campaign Launch Planning

Stakeholder Relations

- Be sure to let major Stakeholder know of your intention to run before an official launch.
- Stakeholders are individuals with a vested interest in the district who are considered influential individuals within the district. Examples can include:
  - State Party Chairman
  - County Party Chairman
  - Major Donors
  - Business Owners

Campaign Launch

- Full blitz on Media
- Launch Videos
- Interviews with Media
- Press Release
- Launch Party
- District Tour
- Build Momentum

Event Planning & Attendance

- **State and County Party Functions**
  - State and County Party Lincoln Day Dinners
  - State and County Party Meetings
- **Community Functions**
  - Local Parades
  - County Fairs
  - Specialized Groups *examples:*
    - Veterans of Foreign War Meetings
    - Chamber of Commerce Meetings
- **Earned Media Opportunities**
  - Every opportunity in the community can be used as an opportunity to gain media at no cost to the campaign.

Overlapping Phased Planning

Phase 1 Planning + Goal Building

- Identify Vote Goals, Voter Contact Goals, and Volunteer Recruitment Goals.

Phase 2 Volunteer Recruitment

- Continue to bring new volunteers on board.

Phase 3 Volunteer Training

- Train new volunteers and continue to train existing volunteers on new skills.

Phase 4 Building + Testing

- Utilize recruitment days, training days, days of action to test the size and capacity of your teams.

Phase 5 Voter Registration + Voter Contact + EI

- Activate teams on voter contact and EI efforts.

Building Organizing Phases

- How do they relate, overlap, or align with your voter contact phases?
- Organizing phases are pieces of the puzzle, not just boxes to check.
- Phases should be a natural evolution into another with the focus of each phase being carried on rather than completed.
- Determining phases is up to your state's priorities.

Pathway to Victory

How many votes do we need?

- In most elections, you will need 50% +1 votes to win.
- Vote goals are used as a benchmark for measuring the appropriate size of contact universes.
- Campaigns and Republican parties can build voter contact goals based off their vote goals and universe size.

Projected Turnout.....10,000,000

% Needed to Win.....51%

Vote Goal.....5,100,000

Projecting Turnout: Historical Data

1. Choose Comparable Past Elections.

Historic Turnout

Election	Reg	Turnout	% TO
2014	233,604	143,605	61.5%
2016	290,626	247,267	85.1%
2018	351,206	263,418	75.0%
2020	463,217	344,021	74.3%
Current Reg	468,412	**351,309**	**75%**

2. If there are no outliers, take the average % TO.

Decide your projected % TO.

3. Use the projected % TO with the current or projected registration to calculate Expected Turnout.

Identifying Target Precincts

- Develop Projected Turnout
  - Identify total votes cast by each precinct and their contribution to the election total.
  - Votes are not evenly distributed across targeted districts. The “biggest” precincts aren’t necessarily the “best”.
    - Rely on “share” percentages to determine which precinct will contribute the most and least to your expected turnout.

County	2014 Share	2016 Share	2018 Share	2020 Share	Proj Share
Precinct 1	39%	41%	42%	42%	**42%**
Precinct 2	15%	16%	17%	18%	**18%**
Precinct 3	45%	42%	41%	40%	**40%**
Total	100%	100%	100%	100%	

Setting Your Goal: Re-evaluate Projections

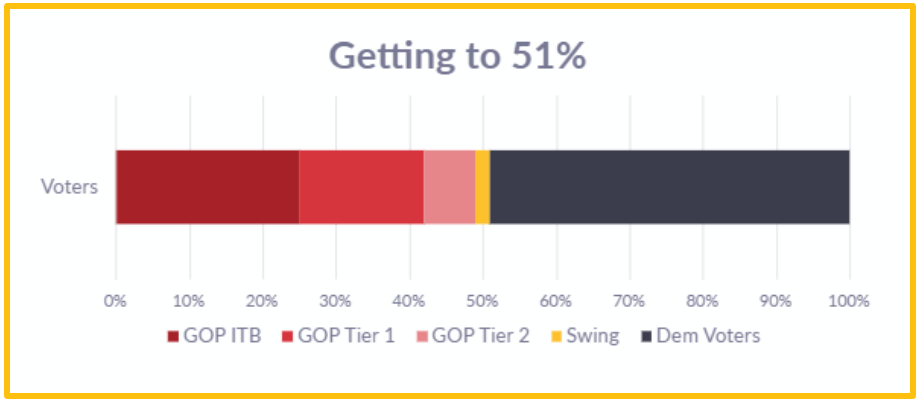
- Understand what areas are “make or break” for winning the race.
- Identify where you can maximize votes that Republicans have historically captured.
- Assess how much you can lose by in Dem leaning areas if you improve in other parts of the district.

Vote Goal by County								
County	Registration	TO %	Projected TO	REP CAND%	DEM CAN %	REP VOTES	DEM VOTES	Share
Precinct 1	199,600	73.9%	147,550	45%	55.0%	66,397	81,152	42%
Precinct 2	83,457	75.8%	63,236	45%	55.0%	28,456	34,780	18%
Precinct 3	185,355	75.8%	140,524	58%	42.0%	81,504	59,020	40%
Total	468,412	75.0%	351,309	50.2%	49.8%	176,357	174,952	100%

Voter Contact Goals

How many votes do you need?

Use your vote goals to determine what your voter contact goals should be.



Things to Consider

- Building Goals that Work
- Allocating Over Time
- Target Universes
- Walkability Scores
- Voter Density: Urban vs Rural
- Budgeting Considerations: Paid Staff, Vendors, Volunteers
- Volunteer Outputs
- Election Calendar: AB/EV, Primary
- Capacity Phases

Goal Building

Example Election
Total Votes=10,000
Vote Goal=5,100
Voter Contact Goal=15,300
Door Goal=5,100
Phone Goal=10,200

How many shifts?
Average Volunteer Shift Outputs (3 hours)- Doors: 40, Phones: 250
5,100 doors / 40 doors per shift = 128 door shifts
10,200 phones / 250 phones per shift = 41 phone shifts

Launch GOTV Final 8 Weeks
128 door shifts / 8 weeks = 16 shifts per week
41 phone shifts / 8 weeks = 6 shifts per week
16 door shifts + 6 phone shifts = 22 total shifts per week
176 total shifts / 3 shift average per volunteer = 59 volunteers
60 volunteers / 13 months = 5 new recruits per month

Volunteer Operations

Recruit

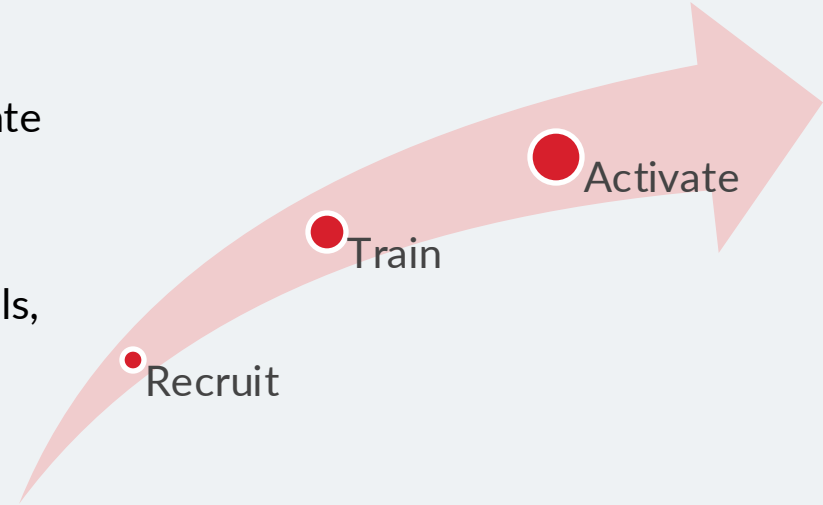
- Aggressively recruit hardworking supporters to grow your team and create a pipeline of volunteers.

Train

- Equip team members with the best tools, resources, and modern tactics so they can train others and expand voter contact capacity.

Activate

- MAKE THE ASK! Focus first on pushing volunteers to high-impact activities such as ***direct voter contact.***



Grassroots Infrastructure

Using the Precinct Model to Organize

WHY DO WE CARE ABOUT CAPACITY BUILDING?

- Generates volunteer growth and development.
- Building blocks of Community Organizing and Voter Contact.
- Robust trained volunteer base helps to ensure you can meet voter contact goals.

TYPES OF
VOTER CONTACT

Door-to-Door

Pros

- **Most Impactful** way to contact voters.
- Very Reliable for conducting **Identification** of Supporters and Swing Voters.
- **Personal Connections** allow messages to cut through media buzz.
- Targeted tool for AB/EV **Get Out The Vote efforts.**
- **Low Cost** when Volunteers are used.

Cons

- Time Intensive

Phones

Pros

- Great way to reach voters that cannot be contacted at the door.
- Provides a meaningful volunteer opportunity to those with mobility issues.
- **Easily Scalable** to produce large amounts of voter contact.

Cons

- Phone numbers are not as reliable as registration addresses.
- **Low Connection** rate compared to doors.
- **Higher Cost** than other forms of direct voter contact.

Paid Voter Contact

If your budget allows paid voter contact efforts can be used for persuasion, AB/EV, and GOTV.

Types of paid voter contact:

- **Television:** Expensive but effective way to reach voters in a primary or general election.
- **Radio:** Cheaper method of contacting voters particularly in primary campaigns.
- **Digital:** One of the cheapest and most targeted avenues to contact voters on social media platforms. Social media ads, web impressions.
- **Mail:** Tends to be more expensive, but one of the most typical avenues to contact voters.
- **Paid Canvassing:** Can be expensive but helps ensure you reach your universe on doors.
- **Live Dials / Robo Calls:** Live dials can be expensive, robo calls can only reach land lines.
- **Text / Peer-to-Peer:** More cost-effective way to target cell phones.

Absentee & Early Voting

- Know the applicable laws and procedures in your county.
- Provide resources and training to volunteers and activists.
- Build a timeline with deadlines and opening dates.
- AB Push vs Chase
- Targeting the right voters.
- Community and event-based opportunities
- Think Strategically

Know Your AB/EV Laws & Procedures

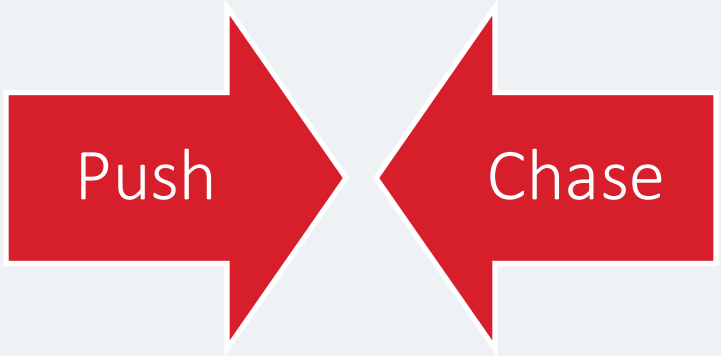
It is vital for you to know any applicable laws related to early and absentee voting in your state.

- Consider the following:
  - Application Process
  - Types of Ballots
  - Ballot Collection Laws
  - Timeline of the Process: AB request deadlines, Early Voting Dates, etc.
  - Curing Process

Key Tool: Comprehensive AB/EV calendar that can be shared with county parties, candidates, and stakeholders.

Absentee Ballot & Early Vote Program

Target historical AB/EV GOP voters or low propensity GOP voters to "**push**" them to either apply to vote by mail or to go vote early.



Target GOP voters who have a ballot in hand or have indicated they plan to vote early but haven't yet — **"chase"** them to ensure they vote.

Work with RNC data to identify **Push** and **Chase** target universes.

AB Push: Strategy & Execution

- Increase early commitments to vote via absentee ballot or in-person early vote.
- **Target Universe:**
  - Historical AB/EV GOP voters.
  - Low-propensity GOP voters likely to benefit from early engagement.
- **Tactics:**
  - Personalized phone calls, texts, and door knocks encouraging AB applications.
  - Promote benefits of voting early: flexibility, security, and peace of mind.
  - Provide direct links or pre-filled AB applications (where permitted).
- **Timing:**
  - Begin outreach as soon as ballots are available or applications open.
  - Frontload effort before key campaign moments.

Chase: Engagement & Follow-through

- Convert intent to votes by ensuring voters who have received ballots or plan to vote early follow through.
- **Target Universe:**
  - GOP voters who:
    - Requested a ballot but haven't returned it.
    - Indicated EV plans but have not voted.
- **Tactics:**
  - Work with RNC to scrub list and monitor returns.
  - Phone/text scripts: “Your vote hasn’t been received — need help?”
  - Deploy volunteers for ballot return assistance (as legally allowed).
- **Timing:**
  - Scrub lists as often available.
  - Emphasis timing and deadlines in voter communications.

Think Strategically

AB/EV efforts should be an all the above strategy. Incorporating them into Field, Digital, and Communications will give you a better return on investment.

- **Voter Contact Efforts:** texts, calls, and doors. Canvassers should have applications on them.
- **Events:** GOP events, local voter registration events, and trainings.
- **Social Media Pushes**
- **AB/EV Specific Events:** i.e. If you're planning a rally during early voting, plan it near an early vote location and have a call to action at the end to walk over to the location and vote.
- **Other ideas?**

Maximize Your Voter Contact Effort & Mileage

- Utilize a holistic approach regardless of the event type. Volunteers should have petitions, voter registration forms, AB applications, and information on early voting and election day.
  - Tabling Events
  - Door to Door Events
  - Community Events
  - Training & Committee Events

Get Out The Vote Efforts

Election Day Preparation

- Build out a plan for Absentee Ballot and Early Voting Periods.
- Build out a plan for Election Day activities.
- Where and what will you be doing on election day? The volunteers?
- What about in the days leading up to election day?

Voter Contact & Campaign Interaction

- Turn out your supporters to vote early or on election day.
- Volunteers should be knocking doors and making calls every day during this period.
- Campaign Social Media should be its most active during the final days.
- Plan several events to get you in front of as many voters as possible over the closing days.

Absentee & Early Vote

- Identify how and when voters plan on voting, if they plan on voting by mail or early, push them to the polls.

Election Day

- Email / text / or robo call your base of supporters encouraging them to vote.
- Target all voters who support the candidate and push them to the polls on election day.

Post-Election Day

Stay Organized

- Keep campaign materials for re-election bids or future efforts.
- Organize your campaign assets such as donor lists, email lists, volunteer lists for future efforts or your re-election bid.

Win or lose be sure to thank your supporters!

Questions?

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