

Campaign to Win Campaign for Fun

Massachusetts Pirate Party
Winter - Fall 2012

What We Will Cover

- What is your goal?
- What office to choose?
- Preparing yourself
- Getting started
- The campaign
- Useful books

What is Your Goal?

- To win
- To identify supporters and volunteers for future efforts
- To educate voters about issues that matter to you
- It is best if you do all three!

What Are You Facing?

- Over half of the candidates for contested elections lose
- The better connected and financed candidate often wins
- As a result, many offices have only one person running for them

What Office to Choose?

- Town & city
- State House & Senate
- County
- US House of Representatives
- Governor's Council
- US Senate & Mass. constitutional offices

Town Elections

- Town elections held in first half of every year. Check your town. Offices are:
 - Selectboard
 - Town Moderator, Treasurer, etc.
 - School Committee
 - Town Meeting Member - Not all towns

City Elections

- City elections held in November of odd years. Offices are:
 - Mayor
 - City Council / Board of Aldermen
 - School Committee

State House & Senate

- Massachusetts General Court is made up:
 - House: 160 members
 - Senate: 40 members
- Elections held in November of even years
- Both overwhelmingly Democratic

State House & Senate (cont.)

- Getting on the ballot:
 - Signatures from at least:
 - 150 valid voters (House)
 - 300 valid voters (Senate)
 - Papers available - Feb '12
 - Papers due - Apr '12

County Elections

- County Commissioner
- District Attorney
- County Treasurer
- Registrar of Probate
- Registrar of Deeds
- Sheriff & Clerk of Courts

US House Elections

- District based: Ten - 2010 & Nine - 2012
- All held by Democrats with large \$\$\$
- Getting on the ballot:
 - Signatures from at least 2000 valid voters
 - Papers available - Feb '12
 - Papers due - Apr '12 (D/R/G), Aug '12 oth

Other Offices

Good luck!

Preparing Yourself

- Be honest with yourself: Are you ready?
 - No - Try another approach
 - Yes - Lets get started

Be Honest With Yourself

- Do you really want the job?
- Are you prepared for the pressures of campaigning?
- Does your partner support your run?
- Are you prepared for the impact on your work and family life?
- Are you known in your community?

Not ready? Try Another Approach Instead

- Try a less demanding office or a lower goal
- Start an issue campaign
- Join (or start) local party chapter
- Volunteer or get appointed to a local board or commission
- Join a community activist group

Ready!

Lay the Ground Work

- Attend and speak up at town meetings, public hearings, etc.
- Get involved in local organizations
- Volunteer for local boards and commissions
- Support other candidates
- Write letters to the editor

Getting Started

- Find people to help
- Roles that need filling
- Know your district & constituencies
- Find your issues & core message
- Plan logistics

Find People to Help

- For most offices, you cannot run alone
- Identify people who will help you:
 - Party members
 - Friends
 - Family

Roles That Need Filling

- Treasurer (cannot be the candidate)
- Campaign Manager
- Volunteer Coordinator
- Field Operation Manager
- Website / Social Media Organizer(s)
- Data Manager

Roles That Need Filling (cont.)

- May not be able to find someone for each role
- Some of your campaign organizers may wear more than one hat
- Cannot do without a Treasurer
- Having a campaign manager helps
- Delegate!

Know Your District

- Who and where are the voters?
 - Get voter lists from city/town (has address, DOB, gender, party info.)
 - Get demographics (US Census data)
 - Find out if voters are owner / renters
- What are local issues of concern?

Your Constituencies

- Identify your constituencies, i.e. the voters most likely to support you
- From the district data you have, see if you can identify who they are individually
- If you have to limit your efforts, knowing who is most likely to support you will help

Find Your Issues

- Identify the key issues to focus on:
 - Two or three max for local campaigns
 - More for state campaigns (but still a small number)
- The issues you choose must resonate with the voters who you want to support you

Develop a Core Message

- Once you know your key issues, you then need to develop a core message
- It should be short & simple ...
- ... but should tie in with your key issues

Test Your Core Message / Issues

- Test it first with a friendly audience then with other audience
- Refine your message
- If you can find a way to bring all questions back to your core message, Bonus!

Plan Logistics

- Volunteers - How many and when?
- Write a focused budget and fundraising plan with an eye to what do we buy with the first \$500, the next \$1000, etc.
- Find someone to design fliers & signs
- Find someone to take professional pictures of the candidate for fliers / media

The Campaign

- Initial Activities
- Volunteers, Fundraising and Follow Up
- Get on the Ballot
- Materials, Internet, Media & Publicity
- Meet Voters, Go Door-to-Door & GOTV
- Election Day & The Days After

Initial Activities

- Open social media accts. since they are free
- Identify initial contributors
- Obtain and file committee-to-elect papers
- Get checks from initial contributors
- Open bank account and make first deposit
- Open web site

Volunteers

- It is important to have someone organizing volunteers
- Providing lunch/dinner for volunteers is a good way to thank them for group efforts such as mailing parties & Door-to-Door outings
- Be sure to thank volunteers with a written note - keep note cards for your thank yous

Fundraising

- Make a list of potential contributors from family, friends, neighbors, co-workers, etc.
- Write a phone fundraising script that talks about your issues
- Call your contributors list
- Mail reminder letter with return envelope
- Mail thank you letter to all contributors

Follow Up

- Ask contributors whether they would:
 - endorse you in writing
 - volunteer
 - hold a house party for you
- Follow up on all offers of assistance
- Send thank you letters promptly

Get on the Ballot

- Make sure you know all of the requirements & dates to get on the ballot
- Pick up nomination papers
- Gather signatures
- File nomination papers
- Mail thank letter to anyone who helped gather signatures

Getting Signatures

- Get the most signatures in the least time
- Know which voters you need:
 - City/Town - Any voter in city/town
 - Other:
 - Dem/Rep/G-R: In Party or unenrolled
 - Ind./Pol. Designation: Any voter

Getting Signatures (cont.)

- Ask voters to sign and print their name so their name can be read clearly
- Never leave your nomination papers unattended
- Never put any stray marks on nom. papers:
- If someone puts a stray mark on one, put it aside and don't use it for any more voters

Getting Signatures (cont.)

- Find places where YOUR voters are likely:
 - Your neighborhood
 - Busy city/town squares
 - Dump/recycling center
 - Festivals & places people aren't in a rush
- Always be polite, but don't chat!

Materials

- You will need to develop materials to give out or post: fliers, mailers, yard signs, etc.
- Have a common logo - if only your name.
- If you are strapped for cash, try 1/3 of a page fliers, double sided
- If you have the money, try mailable fliers

Internet

- Setup Blog, Twitter, Facebook Fan Page, etc.
- Tie blog posts to your social networks
- Frequent Personal Posts
- Once you have a bunch of posts, start following people & media from your district
- Resend others relevant tweets

Internet (cont.)

- Find creative ways to share you & your message:
 - Post pictures of you, volunteers and supporters on the campaign trail
 - If you can make fun videos, do
- Use a service to email supporters, but don't spam people

Media

- Identify local media & reporters
- Setup meetings
- Meet with media to talk about your issues
- Make sure you follow reporters on twitter, hopefully they will follow your campaign
- Keep in contact with reporters, invite them to your events & Door-to-Door outings

Publicity

- If you have enough support, hold a kick-off event.
- Invite all of your supporters and media.
- Make sure it is well attended
- Ask supporters to put up yard signs
- Hold stand-outs/visibilities in last month

Meet voters!

- Have a supporter who is a parent of a child at that school introduce you during morning drop off or afternoon pickup
- Attend block parties and city/town festivals
- Have meet & greet events at senior centers and for members of local groups

Meet voters! (cont.)

- Keep track of who you meet & their concerns
- Follow up with the voters you meet either by dropping off a flier with a thank you note or by mailing a flier & a thank you
- Have supporters write letters to friends telling them why they are voting for you

Go Door-to-Door

- Purpose of Door-to-Door effort is to:
 - meet voters & tell them about you
 - identify which voters will support you
- From the voter list, you should develop a walk list. Divide streets into even and odd sides to make record keeping easier

Go Door-to-Door (cont.)

- Mark a voters level of support with 1 as will vote for you and 5 as will not vote for you.
- If a voter isn't supportive, move on quickly but politely. Find someone who is
- When someone isn't home, be sure to leave a flier hanging on their door handle

Get Out The Vote (GOTV)

- All your efforts must lead to the GOTV effort
- Through the Door-to-Door effort you have hopefully identified a lot of voters who will support you
- Now you have to make sure they will be at the polls on election day

GOTV (cont.)

- Call all supporters to remind them that you need their vote. Tell them where their polling place is & when it is open. Ask if they need a ride to the polls
- As close to the election as you can, drop off notices to all supporters telling them where to vote and when their polling place is open

Election Day Tasks

- Have a poll watcher at every polling place recording which of your supporters voted
- Have volunteers to call supporters to remind them to vote, preferably from the checklist listed above
- Have volunteers hold signs outside polling places. Know the state/city/town rules!

Election Day Tasks (cont.)

- Have volunteers:
 - bring coffee, hot chocolate and snacks to volunteers at polling places,
 - pick up supporter checklists from poll watchers and
 - drive supporters to the polls

Once the Polls Close

- Have poll watchers get the preliminary vote count from their polling place
- Hold election night party to thank volunteers and supporters

The Days After

- Update website & social media accts. with thank you and election results
- Distribute “Thank You” stickers to all yard signs and mail remaining thank you cards
- Write a thank you voters letter to send as a letter to the editor of local media
- Fundraise to clear away any campaign debt

Useful References

- How to Win Your 1st Election - Susan Guber
- The Campaign Manager - Catherine Shaw
- How to Run for Local Office - Robert J. Thomas
- Get Out the Vote: How to Increase Voter Turnout - Donald P. Green & Alan S. Gerber
- <http://www.guardian.co.uk/world/2012/feb/17/facebook-mayoral-election-south-dakota>