



Empower America Project: New Candidate Primer

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Know WHY You Are Running

Why are you doing this? Know your why. Write it down!

As a new candidate, are you opposing an incumbent or is this an open seat?

If challenging an incumbent, why are you running against them?

Why now? Why do you want the job?

What is the compelling reason voters should replace someone for whom they've already voted?

You, as the challenger, must answer those questions.

Why? Because people will not care about you until they know you care about them and discern for themselves that you are running for the right reasons.

You must write out a basic explanation of your candidacy... what is your story? Your past helps make you who you are.

What are your values? Your core convictions, principles and passion? What makes you believe conservative principles work for everyone?

What pain have you gone through that will make you relatable to voters? How do you go about making important decisions? What will you work to achieve if elected? What are the most important issues of the day and what will you do about them?

All of this must be laid out clearly and comprehensively before you decide to run, and they most certainly need to be before you announce your candidacy. You better know these things before you step in front of a microphone and announce to the world that you want to represent them.

Fundraising

Money (as a candidate once said) is the mother's milk of politics. You, as the candidate are the product and service and you must sell yourself to the voters – and that requires money.

So, you must have a fundraising plan and a campaign budget. If you don't have either; you don't have a campaign!

You would never start a business or any other meaningful project or journey without a financial plan and budget – campaigns are no different.

Almost 100% of your time should be invested in raising money. It's that simple. You can and should do this before you hire staff.

You must set daily goals that dictate how many calls you will make each day. Set goals that dictate how much money you will raise each month/quarter.

And hold on to your money. If your burn rate is high before you even announce your candidacy, you must rein in your spending.

This is particularly true if you decide very early on that you are running. If you have over a year, the lion's share of your time should be building a war chest and writing out your why (why you are running). Everything else can wait.

Keep concise notes of all conversations with donors – they can also help with endorsements, email blasts, crafting your message on certain important issues, help raise \$\$ from others, etc.

Fundraising Basics

Start by asking for money from low hanging fruit: family, friends, business associates, neighbors (folks who ALREADY know and believe in you). Only then move to other affinity donors: folks who have an interest in this election i.e. business owners in the district, etc.

Immediately start a list of everyone you know (both inside and outside your voting district). Create compartments... family, friends, business associates, neighbors, church, school, civic groups, etc. You will be surprised how many names you will add to it days and weeks after you start the list.

These are the folks you will need to call first and ask to contribute financially to your campaign. If you do not want to ask these folks (the very people who love you) to financially support your campaign, **don't run.**

And if you do ask, their response, or lack thereof will be a bellwether for how difficult it will be for you to raise funds elsewhere; and therefore whether you should consider continuing your campaign.

If you are hesitant to ask people to invest in your campaign, it means one of two things; either you need training on how to sell yourself and your campaign, so you can get past your call reluctance, or you are running for the wrong reasons because your campaign is more about you than it is the problems you wish to solve as an elected official.

If you are running for the right reasons, your campaign is bigger than you and you won't be hesitant to ask for help.

Many candidates announce their candidacy for office and THEN try to raise money. You may consider trying to raise money from your friends and family (and do so quietly) before deciding to announce. If you are unsuccessful getting those who are closest to you to support your campaign, you haven't announced anything yet – and no harm done.

“Outside” money

If you are a challenger candidate, study who contributes in your area. Who contributed to the previous office holder? Study FEC reports. Reach out to interest groups, business associations, PAC's who have contributed to other members who you might have ideological synergy with, registered lobbyists in your local area.

If you agree on an issue with a local special interest group, contact them. For instance, if you are pro-life and a pro-life group has invested in the race before, they may be likely to do so again.

Identify which groups seriously oppose your opponent. These groups need to know your position on the issue important to them and why they should consider supporting you. You do NOT necessarily need to agree on anything else to earn their support.

Stay Out of Trouble...

Know the rules! If you don't, learn them and/or get someone who knows the rules. Know what the contribution limits are for the seat for which you are running. Know who can and cannot contribute to your campaign. If you are running for Congress, you can not accept corporate contributions. **You must know these rules.**

Don't let anyone on your team raise money or manage your campaign account if they don't know the rules!

Obey the rules – if you want to be a lawmaker, don't be a law breaker. And not knowing the rules is a bad excuse for a campaign finance violation and makes you look incapable of holding office.

You must list in-kind expenses on your FEC reports. All of them!
Know the deadlines for FEC reports and don't be late – ever!

Every good campaign has a Treasurer who oversees the accounting aspects of the campaign – get one.

How To Raise \$\$\$

Regardless of what approach you take here's the universal... you **MUST MAKE THE ASK!** People probably know why you're contacting them to begin with – tell them you are running for office, tell them **WHY**, and ask them to support you financially.

Tell them why you are running. Please don't pull the "I'm not a politician" line. You are running for office for crying out loud. Nothing wrecks more than a candidate running for office who says they're not a politician.

And nothing is more attractive than a candidate that says... "Hello Jimmy, this is Anton Castaneda. Is this a good time? I am running for Congress. I will announce my candidacy in 60 days. I wanted to tell you why I'm running, how I plan to win and to ask for your financial support..."

They make no bones about it.

They are short and succinct and believe in themselves.

They rehearse before they start this process.

They state the issue, what's wrong, and what they plan to do about it!

Do you want to just **BE** the elected official or do you want to **DO** things when you get there? Some people want the title. Every Presidential primary highlights the fact that some people just want the title promotion.

Some want to **DO** things when they get there. Reagan wanted to end the Cold War, build our confidence again, and turn the economy around. Done, done, and done.

You must be the latter. Donors do not want to be on the losing side when they have skin in the game so they need to know how you plan to win. Share with them your overarching campaign plan so they know you have one! Then, make the ask!

If you hang up without asking them, you're toast. A follow up ask is clumsy and awkward, because you look clumsy and awkward.

If they say no to you, you will survive. And that's the worst that can happen.

If they have to think about it, tell them you will follow up with them in a couple of days – and do.

Fundraisers

Ask someone to host an event with various dollar amount levels of support.

Call or meet with potential donors. If you're not sure, make the call. It may end up in a live visit. Your level of relationship will dictate what this looks like. Just get busy and get on the phone.

We do not suggest asking individuals for donations via personal email or personal text. Once you are fully launched, your campaign can look into Peer to peer (P2P) texting as it is becoming ever more relevant. As always, know your audience.

Social Media – using social media platforms ask followers to contribute by including your link.

Send snail mail to past contributors of prior candidates in your seat: you can ask to contribute directly via mail, or invite them to an event. This will raise your name ID and by listing supporters, sponsors, hosts, etc, you build credibility. However, this isn't cheap – postage, printing and staffing to get it out are expensive.

Finance Team – raising money through your current donors is a great way to raise money. These supporters can call for money, host events and sign letters to potential donors. This also builds credibility and increases name ID without the candidate doing a thing.

Your Finance Director (working closely with the candidate and the Finance Team) will coordinate this.

Email Solicitation – to your current list, your Finance Team's lists, or to purchased lists must include a link to contribute. You must have a plan in place because consistency, i.e., emails going out 2-3 times per week is the only way to have success. These must be well-written, and thematic – cover the issue important to your district, and what you will do about them.

Budgeting

Your campaign must have a Budget Outline identifying where you will allocate your funds. It must include:

- Collateral material (bumper stickers, signs, print material, etc.)
- Staff
- Polling
- Mail (multiple pieces)

- Print
- TV
- Radio and Digital Buys
- GOTV Efforts
- Miscellaneous expenses

Know The Political Environment

Show this to your Campaign Manager and get these questions answered

- Who are our voters?
- What is their focus right now?
- What are their objections right now?
 - Who do they blame for their problems?
- Who opposes their interests?
- What is the turnout likely to be? This quite simply tells you how many votes you need to win.
- Who is inclined to vote for you but may need to be motivated to turn out this cycle? This is crucial in close races!

You must work with your team to identify the various issues you can leverage to move these voters to your column!

You MUST know the district's historical election data! The last 3-4 races will help you understand the mood of the electorate and polling will give you an update on it. You can also identify possible swing voters you can pluck into your column.

Swing Voters - Who has voted both R & D in the past and may swing your way this cycle? This is usually a small number of voters but if you find something in common with them, you can persuade them to your side.

- Identify and explain the issue in the race and persuade them that you are with them on this particular issue. Inform them early that you agree with them once you identify their primary issue, stay in touch with them and get them to the polls. Your volunteer team's focus should be staying in touch with these persuadables!

Independents- the number of those who don't identify with any political party is rising. Again, you must identify the reasons why they should be with you this cycle.

You procure this intel by looking at past county and precinct election data Get your hands on every list you can (and move it to your database).

Always remember – politics is a game of addition! You have no enemies; just people who see things differently than you (on a particular issue). They may agree with you on something different later. **You have no enemies!**

Who shares the ballot with you, Up & Down the Ballot? Do they help or hurt? Analyze the ballot – what issues do you share with other candidates up or down the ballot whose voters you can leverage to support you for the same reason they'd support that candidate?

What overtly local issues may drive turnout? Know all about them! Do they have unique coalitions that hurt or help you?

Even if it has nothing to do with your race, can you use the local issue to get those voters to the polls and ALSO vote for you?

(Almost) Never mention your opponent's name. This is politics 101 and is a long standing rule and usually makes sense. Why would you want to help your opponent increase their name recognition? BUT, if your opponent has baggage, do not hesitate to say the name and let folks vet them. Then you won't concern yourself with increasing your opponent's name ID because you will thereby be defining them and doing so early! If folks run a search on them, you will help make it negative!

Who of your opponent's supporters can you poach by emphasizing a certain message? Your opponent's supporters may not agree with them on every issue. Try to identify a jugular issue where you can create a wedge between your opponent and a would-be supporter.

Example – a supporter may agree with your opponent on off-shore drilling but not on abortion. These are 2 important issues that may divide them. Leverage the one and see if you can move the voter to your column.

Is the national party and state party in or out? Are they funded? What resources on Election Day can you depend on, if any?

Early on your Campaign Manager should develop:

- Summary on How to Achieve Ballot Success
- Vote Goals by County, City, Town, Precinct, Region, Media Market
- Define your Target Audience
- Plan to Engage Coalitions (see more below)
- Polling Plan, Questions & Audience
- Volunteer Program

- Develop Budget & Plan for Paid Voter Contact (digital, TV, mail, Phones & collateral)

Know Your Odds

Procure data from the last 4 election cycles and analyze it. What are the voting trends? What was the spread last cycle and the one before it?

Polling

Sometimes the best way to a good night's sleep is conducting a poll. Getting a benchmark survey at the beginning is smart so you know what the landscape looks like.

Remember these 2 things:

1. You are a challenger candidate with (most-likely) very little name recognition.
2. Most voters do not start paying attention to a race until the last couple weeks of the race; therefore, don't worry about early polling numbers. Just go to work to change them.

Live person phone polling is still the most accurate.

Reasons to Poll:

- Decision making
- Message Testing
- Broad Targeting
- Confirm and/or Reject Assumptions
- Identify Path Ahead
- Name Recognition
- Ascertain favorability numbers of opponent

Polling is a road map. Not a crystal ball.

What are you trying to learn? Prime objective must include solving the Math Equation (must get to 50% plus 1)

Identify your Message Arc (Positive, Contrast or Negative)

How can you change/alter public opinion?

Message Testing – what messages will voters find persuasive and relevant to their voting decision?

What attacks can you ignore? Which must you defend? Which must you inoculate?

Over sample certain demos – those who always vote in high numbers, those who care about a certain issue that’s percolating right now.

Help segment the Electorate...

Your Base – turn them out
Against you at all costs – ignore them
Persuadables – fight over them

In other words, you must “Shrink” the electorate.
Define who is with you no matter what; who is not with you no matter what?
Then turn out your friends and focus on the persuadables!

USE THE DATA...

If your opponent has high favorables and low unfavorables – You MUST invert those numbers!

Answers to certain questions will help you focus your campaign – the content of your mail and TV buy, which doors you focus on, etc.

Polling Questions Must Be:

- Simple & Short
- Defensible – You should not test rumor or innuendo. If you ask it, you own it! And you better be able to prove it.
- Actionable – Will I actually use what we find? If not, don’t ask it. Every Question costs money on the price of the poll.
- Unbiased – don’t change wording of questions for subsequent polls or results will be skewed

Always start from most-basic Q’s to Issue-Oriented Q’s. Don’t “educate” until you have to.

Always ballot test on two-way or multi-candidate races.

Remember – 3rd Party Candidates ALWAYS over perform in polls.

Don't shy away from your vulnerabilities! Are you part of the problem or part of the solution?

Use poll results to determine who we call or knock and micro-target those voters.

For What It's Worth- Public Polling will often be the bane of your existence, especially those done by groups with "University" or "College" in the title; they're usually cheap, don't poll likely voters or even registered voters, not much attention to the demographics and use leading Q's.

Know Your District!

In order to speak to these things with any credibility, you must know the basics of your district/community, neighborhood...

Know the jurisdiction like you know your name!! If you are running for office, you MUST know the boundaries of the district. Nothing is more embarrassing than a candidate that thinks a particular neighborhood, school, business, etc. is in their district when it's not.

Know the voting patterns by studying the past several cycles.

Who votes every time and who votes only in general elections or in presidential/gubernatorial cycles?

Who else is on the ballot?

Who are the major employers? What are the largest businesses? What are the 5 largest industries?

What is the Cook PVI (Partisan Voting Index)? And how have those numbers changed in the past few cycles?

What is the age, income, education and main occupations of the electorate?

You must know what issues are hot RIGHT NOW! And what your positions are on them.

If you are going to make something a predominant issue in the campaign, you better know it like you know your name.

For example, if Education is an issue you plan to exploit, you better know... what are we spending per pupil? How big are the class room sizes? What are the graduation rates? What would you do different than your opponent? What are

the biggest problems? How would you solve them? Have you visited any schools recently? What did you learn?

Legal & Ethics

Talk to counsel! Do it.

Set the Standard - You have an obligation to the voters to do the right thing every time. There is heightened scrutiny of candidates AND staff - staff has become fair game in the media. “They” really are watching! So, always be respectful, professional and have a humble spirit.

You should have zero tolerance for racist, sexist, other derogatory remarks or behavior.

Do not cover up mistakes. Your culture must be that when you make mistakes you face them immediately and fix it immediately rather than have bigger problems down the road.

Tips for Staff and Volunteers

Be professional. You may consider a No-alcohol consumption rule when with the candidate or representing the campaign at an event.

Never drive when you shouldn't drive! UBER! Call a cab! Call the Campaign Manager!

Be careful when on the phone or talking in public. Why? “They” are watching
Password protect your devices.

Shred your documents.

Emails... treat your email and texts as if the FEC or the press will read them someday.

If already a public official, don't communicate with official resources for campaign purposes.

Emails “age” poorly and can be taken out of context years later.

Watch “replying to all” and forwarding emails to 3rd parties.

Never leave a “bad” email unanswered – i.e., if a PAC emails wanting to coordinate (which is illegal) don't ignore it. Reply that you can not/will not do that and set the record straight.

Social Media... THINK before you post! Why? ‘They’ really are watching. Facebook, Instagram, Snapchat, YouTube, etc.; don’t post photos, videos, etc. that could be detrimental to you or your candidate.

- Make sure they are all password protected.

Everyone on the campaign should take legal/ethics compliance seriously. Always check with legal counsel when needed.

Use Common Sense – if it doesn’t feel right to you, listen to your gut.

Media

Candidates that are somewhat successful dealing with the media understand a few basic principles:

- The press is not your friend.
 - They may be indifferent. They may be an enemy.
- They have an agenda like everyone else. Theirs is a business, like everyone else. And with 24 hour news cycles, they need content – don’t give them fodder! They will use it – against you.
- If they cover you, they are not covering you to help you. They don’t do that. They are covering you to make money.
 - Fodder, nonsense and political mistakes equates to prosperity for news outlets.

Stay. On. Message. It’s cliché, but it's a cliché because it’s a political truism. You must stay on message, keep it pithy, positive and leaving others wanting more.

You must know what your message is and if you’ve put the work into your campaign early on to develop your overall theme and positive message (your WHY), this is obviously easier to accomplish.

The longer you talk, the more likely you are to get into trouble. And reporters will patiently wait for you to do just that! Stay on message and keep it short.

If it has nothing to do with your campaign, you have no reason to take the time to discuss it. Why? It’s a trap.

If you believe any conversation with a reporter is off the record, think again, please. You have nothing to gain by letting your guard down with the press. Stay on message, kindly end the interview or have your staff do so, and move on.

Record all conversations.. all of them. All smartphones have a Voice Memo – your staff needs to know how to use it. Save them, all of them. You never know.

If you are misquoted in the press, you have evidence of what you REALLY said, and didn't say.

Just because a reporter asks you the same questions twice (whether they use different words or not) doesn't mean you need to provide a different answer!!! This is a trap to get you talking. Stay on message. Simply repeat what you said the first time. That will end it.

You are not at their beckon call. Just because the press call you, doesn't mean you need to answer the phone, nor does it mean you must answer their questions on a given topic. There is nothing wrong with them leaving a message, having your press team call them back and see what they want. Nor do you need to answer a question on the phone if your are ill-prepared to do so. Let them know you will get back to them. Remember, they are not here to help you. They are here to make money.

Do an inventory of ALL press outlets. You must know all radio, TV, Print, Bloggers. You must know all the reporters and talk show hosts. Who can interview you? Get their email address.

Do not make the mistake of ignoring the press. They are going to write the story! Engage with them. Do not ignore bloggers either. Their role is increasing every cycle, like it or not.

Earned Media

It doesn't get better than free! Earned media is also believed! If a local news station says something positive about you and your campaign, it is more impactful than you saying it about yourself.

Strive for earned media; send out press releases for your events, send statements that are important to the voters.

Press Release Basics:

- They should be short and succinct.
- They must not be longer than 1 page. Ever.
- They MUST be proofread by multiple people. If you think the press will correct your mistakes, you are again mistaken. Multiple people MUST see everything that will get printed!

- It must have MEANING! If it's not announcing your candidacy, relevant to the day's news, a statement on a certain relevant issue, a major endorsement, your quarterly fundraising (if it's good), don't send it.

News outlets will post news, not old news but news – something they believe their readers/viewers will take the time to read/watch.

Think as others think – don't send a release on the weekends (or after lunch on Friday). The press are people with lives too.

Don't put words in other people's mouths! If you're quoting other people, the quotes better be approved, even when they are endorsing you. And then approved again! If you're writing the quote for them, same thing! Email it to them so you can later show that you did that and... Get it approved! Twice!

Politics can be a fickle game. Get used to it.

Well-timed and well-placed Letters to the Editor are a great way to get your message out there. Recruit an expert who supports you to weigh in on an issue that is relevant to the campaign and separates you from your opponent.

Affinity Media

If you are a minority conservative, you should not avoid minority media outlets. You should contact them and ask to visit them upon announcing your candidacy. They are going to write and broadcast about the race – you should attempt to control part of the narrative.

Buy time and space on minority radio, TV and print outlets if your budget allows. If for no other reason, buying from them may curtail their criticism of you and your campaign.

Submit Op-Eds that speak to issues they are covering right now if it benefits your candidacy.

Additional Media

Print ads in local papers. People who read their local weekly paper are more likely to vote on election day.

What makes a good print piece? A lot of white space! Use pictures and avoid the temptation to fill it all up with words. Use pictures and words that speak to one of our human emotions – speak to the heart and not the head when using print.

If you buy billboards, same approach – think white space, don't tell a story – use a picture of you, your name and seat for which you're running.

Digital Campaign/Targeting

The rise in digital advertising cannot be denied. If you are short on funds, this will be an outlet to consider.

Target ads to folks who have contributed online – target through cookies, IP, Registration Data Matching, Facebook Accounts, etc.

TV Production/Ad Buy/Mail /Digital

Filming an Advert

This must be planned at least a month in advance, especially if you plan on having a lot of folks in the spot, if there will be multiple locations, shooting outdoors, etc.

The minute the production day is scheduled, the campaign manager must meet with the candidate and leadership team for direction and vision of the spot – then get to work.

General Tips

- Begin calling supporters to block the day off as soon as you have a day.
- Allocate more time than you need.
- Choose a location(s) that your candidate is comfortable in.
- Who will be the co-stars? The Ad will only be as good as the folks who are there.
- What vulnerabilities do we need to capture and frame in our spot?
- Limit each spot to 1 issue.
- You must have at least 1 Dominant Visual Image in Every TV Spot.
- Capture enough footage to run several spots since each spot will suffer from the Law of Diminishing Impact.
 - You probably won't poll often enough to see how a certain spot is performing so you need multiple spots.
 - You must track social convo/interaction about a spot to gauge response to it after you go live with it.

Messaging

Generally, be optimistic. You aren't better because your opponent is "such and such". You are better because they are pessimistic and you are optimistic.

Sometimes you will need to get a point ACROSS to someone (the single issue voter who must know what you have done for the conservative/fiscal cause)? With them, message about Score Cards with conservative organizations.

Sometimes you will need to message to get SOMETHING OUT OF SOMEONE... (the soft R or D) where you need a visceral reaction to the good work you are doing on universally important issues... Education, Apprenticeships, Poverty, Veterans.

If you choose to do a negative TV spot on your opponent, find all negative press about your opponent and use that in a spot – folks believe news coverage (they watch the news) more than they will believe what you say about them.

Don't be constrained by 30 and/or 60 second spots. Combine footage to make YouTube Videos to place on social media.

Also... bring your logo backdrop, and have your supporters stand in front of it (or as a family or group) and in 15-30 seconds simply explain why they support you and film it. You can use this footage in a variety of ways on social media and helps generate support for your campaign. And make sure those folks like/share/retweet, etc.

TV and Digital Ad Buys

Viewership of Broadcast TV has been decreasing the past 3 decades but it still moves numbers better than any other expenditure. It requires no proactivity of the voter; they don't have to go to your website, read a mail piece or newspaper ad. They simply sit and watch.

Your campaign team must monitor all media so you know what your opponents are doing. BUT, do not let it get you off message. Don't react to what they say. Instead, RESPOND!

Reminders

Don't miss a Friday attack! Be ready to make a buy before the weekend. Have a media Tracker visit local TV stations to see who has bought time – this info is available.

You will need to reserve your November TV buy over a month out to insure it's available.

Don't forget to make a buy before Absentee Voting begins!

Buying digital space is cost-effective and targets the voters you need to target. It does not move numbers as fast as the traditional TV buy but targets likely voters. Your ad placement team must know how to buy digital!

Direct Mail

Persuasion Mail is a good way to get your message out. While TV and radio are broadcast out universally, you control who sees your mail piece.

Each piece should get a message across to registered voters. They may not even read it, or all of it so... USE PICTURES!

Pictures, symbols, and graphics trigger things in the human mind so you must use them on each piece.

Make sure your mailing list is scrubbed so it goes to only registered voters who you are targeting. **Scrub your opponent so they don't receive it. Someone will invariably inform them of the piece – but it's a mistake for them to receive it in the mail.**

Website Basics

Your site must be hot before announcing. Once you announce, people will start going to your site. This may be their first impression of you!!

It must be professional, informative, include lots of pictures, and be easy to navigate.

Update the homepage frequently with new news items to keep people interested in coming back.

If you have good news to share; a fundraising goal, an important endorsement, etc., get it on the homepage.

The link to the Volunteer Page, the “Sign Up for Email” and the “Contribute” links must be on every page – make it easy for them to do these things.

It must have a picture of you, your family and pictures of you doing things you like to do, especially if they speak to who you are as a candidate; if you are against offshore drilling, include a picture of your family walking on the beach, or you fishing on a pier at the ocean.

Speak to 3-4 of the most-pertinent issues. Include pictures that speak to the heart of the voter. If Education is one of the issues, include a picture of a child reading a book, or sitting at a desk in school.

Get busy on social media quickly to get your website out there.

Campaign Launch

Announcement... many things must be in order before you publicly announce your campaign. Begin with the end in mind – before you start the campaign – finish it! Go to Election Day and work backwards. Then announce!

WHEN to announce your candidacy is different for every race but here is a universal truth – you should NOT announce until all other components are ready!

Talk with other elected officials, local leaders, etc. to gauge their response to your potential candidacy. This may indeed help with your platform by learning what is top of mind with these local opinion leaders.

Logo must be designed and on signage for your announcement ceremony. It must be captured on high-quality video. Again, it's not about the people in attendance – it's about those who will see it on social media/press. You cannot have an unprofessional and amateur- looking announcement; it's tough to recover from.

Website must be up with pictures and an explanation on why you are the person the electorate should choose. (See more under Website Basics).

The announcement schedule must be planned out well in each locale, with supporters and press invited. Plan wisely – if you are too late to these subsequent announcements, the press and supporters may leave.

Your press release must be written, proofed, and sent. Be thoughtful on when you will announce. Insure there aren't any public events that make it difficult for the press to attend. Don't announce after lunch on a Friday!

Invite your supporters to join the launch. Create a backdrop – include your logo on a banner, the American flag and your State flag. LOOK like you are already a public servant!

You MUST know the issues! If you are not ready to discuss and debate the visceral issues that are pertinent at the time, you're not ready to announce your candidacy.

Why you and not the incumbent? You must CLEARLY state why the voters must make a change.

Messaging

Your campaign shouldn't be all about you, but about why a change is needed and how you will bring that change forward. Still, don't leave out your story – what makes you, you? People will gather around you if they know you share their pain, their values, their aspirations.

It must center on an overall theme supported by 2-3 platform ideas that capture the imagination of the electorate!

It must be easily explainable! If your staff can't explain why you are the one who should represent the district, redraft your overall theme!

It must be optimistic and positive. We are conservatives! Even if you are running to replace a bad member, message in a way that is positive. Rather than saying "They've got to go...", say, "It's time for a new beginning..."

You must believe it. If polling data tells you to fight for something and it's not who you are, it won't work. After 12 months of campaigning – there you are – and the voters will see the real you! Be real.

If you immediately go negative, before the electorate knows who you are, you are wrongly assuming that voters will dislike your opponent more than they like you – and this is risky because you have not yet earned credibility.

If you choose to juxtapose you and your opponent, your criticism of your opponent must be fair, relevant to the election and credible – you must have evidence that it's true.

If you say it, you own it and must be willing and able to defend your attack. It must be done the right way and at the right time. Last minute attack ads seem desperate... because they are.

Tone matters. You cannot be angry. Simply state what you would do if elected as opposed to what your opponent did.

Do not attack your opponent over everything – voters are not interested in petty stuff. You don't need 10 reasons why you're the better candidate – you need 2-3! Focus on those.

And remember, every attack will have a counter attack.

If your opponent does something worthy of attack, simply explain to the voters how you would have done something different. State what you would do if elected.

Give unregistered but eligible voters a reason to register and vote for you! Most of these voters are not issue-centric people. They are non-trusting of government in general and if they don't believe in you as a person, they will not support you as a candidate.

Stump Speeches

You must design and perfect your 30 second, 90 second, 3-5 minute and 10 minute Stump Speeches.

Spend 30 hours honing your 30 second message, then you will know what to include in your other length messages.

If you can not explain in 30 seconds why you are running for office, rethink what you are doing.

Use words that sound like you and you are comfortable saying. Memorize it so you are confident that you can deliver it anytime. So practice!!!

Make it personal, leave them wanting more, explain why you are running, be positive, don't give an information dump, don't use verbal crutches i.e. don't say "umm," be still, and make eye contact.

Trust your message – if you don't believe it, no one else will!

Ask them to vote for you on Election Day. Say thank you.

Endorsements

Endorsements can help get earned media because they can be newsworthy. These can be helpful in some cases, hurtful in others.

Weigh the pros & cons. Is the person a "Validator"? Do they help the cause? Do they help with a specific coalition? Do they HELP YOU WIN?

Don't spend time procuring a long list of endorsements of elected officials. They don't help as much as they used to, even when you don't have name recognition. Remember, most Americans don't trust elected officials.

Endorsements from Coalitions or Leaders of coalitions can be quite helpful because those endorsements validate your position on a CERTAIN issue. In other words, some voters won't care about that particular endorsement, but others (members of that group) will weigh it heavily.

If garnering their endorsement requires your completing an issue survey, connect with your team and weigh the return on investment. **And remember... your answers to those survey questions will live in perpetuity.**

Endorsements from Opinion/Community Leaders can be quite valuable to the members of these groups, many of which have not decided on who to vote for in a particular race, maybe yours. Voters know these leaders/groups study the issues and vet candidates so people largely listen to their voice.

How to Announce Endorsements

Announcing endorsements is a good reason to send out a press release – this is newsworthy if it's someone significant in the community. ALWAYS include WHY it's important to the campaign – connect it somehow to how you will lead / vote on issues important to the voters right now.

And anytime you send out a PR, it's a good reason to follow up with an email blast announcing the same thing to your supporters. Your email recipients will be interested in reading your emails, if they too are newsworthy!

You can announce at an event with the endorser present, especially if they know the audience well.

Of course, no matter how you choose to announce, you will do so again on all social media platforms. Announcing Live on Facebook is a great way to spread the word and you can also stream your press conferences as well.

Your team must like, share, retweet, etc.

Debates

If you choose to debate your opponent(s), you must allocate time to prepare for the debate. It's not about the 50 people sitting in the audience anymore. It's about the 10,000 people that will see the video from someone's phone posted on social media.

This cannot be overstated – if you agree to debate, you must block time to prepare!

Before agreeing to the debate, ask these questions so you know what you're saying yes to:

- Who are the sponsors?
- What is the format?
- How are questions determined?
- How long is the debate?
- Where is it being held?

Some sponsors will not be friendly to your candidacy at all so you need to determine whether or not to participate.

You must schedule time for debate prep & mock debates. If your opponent's are men and women, have men and women from your staff portray them during your internal mock debate.

You **MUST** do the necessary Opposition Research on your opponent(s) beforehand.

You must also have already done your "Vulnerability Report." To not know your own voting record (if you have one), your own writings and statements, and how you will be attacked by your opponent(s), would be a colossal mistake. Be ready!

Again, don't skimp in this area – invest in a good Opp Research firm and know what you need to know about yourself.

If you truly do not like your opponent, whatever else you do before the debate, you must forget that you dislike him or her. Your disdain for your opponent will reveal itself during the debate – and it will hurt you.

Ask yourself these 2 questions about the debate:

1. "What do I want the headline to read in tomorrow's paper about the debate?" (That is the point that you must make.)
2. "What do I NOT want the paper to write after the debate?" (That is what you need to avoid!)

Do not expect the media to cover and share the entire debate! They are there to sell papers and will run what is provocative and controversial. They will capture what they believe to be what they need, gather B-roll footage, and then leave.

If you've polled the race, you will know the lay of the land, the issues that are top-of-mind right now and how the voters feel about them. Use the research!

Opposition Research

While your campaign must be focused on you and what you would do if elected, solid Opposition Research is essential – you must know everything about your opponent...

Everything they've said, written and how they've voted. Have they been hypocritical and said 2 different things about the same issue?

Do not be cheap in this area! If you are running against someone with a voting record and you don't know their voting record, you are making a colossal mistake!

Invest the money in a professional opp-research team so you know your opponent's voting record better than they do.

Doing this should enable you to answer:

- What makes me a better alternative to my opponent?
- Why must they be replaced and why should I be the one to replace them.
- Why they are not representing the values of the district anymore.

Door Knocking

Empower America Project never assumes candidates or potential candidates REALLY want to win. NEVER!

On a scale from 1-10, with 1 being not caring whether you win or lose, no big deal, and a 10 being you will do whatever it takes (that is legal, ethical, and moral) to win, where are you on that scale?

If you say you're a 10, and you're not willing to knock on doors in order to be elected, you are kidding yourself. Your heart's not in it. Your why is not strong enough. You should not be running. Nothing can take the place of a candidate knocking on doors and being eyeball to eyeball and belly to belly with voters – Nothing.

You can not replace or manufacture it. Some voters will vote for a candidate SIMPLY because the candidate took the time to knock on their door and listened to their concerns.

So... if you are months out from your race, no one is paying attention, it's too early to do mail or a TV buy, what do you do?

In times of peace, prepare for war! What else will you do months out other than fundraise and prepare as a candidate?

If you want to win, really want to win – you knock on doors! Oh, by the way, what better way to practice your stump speech than in front of an audience of one or two people?

Door Knocking Process:

- Knock when it's light outside, typically 9 am – 9 pm.
- Always wear your name badge / lapel sticker / Business card inside a plastic sleeve – something that identifies you as being part of a campaign.
- Knock on the door, take one step back so they have room and feel comfortable.
- Have a leave-behind piece ready to hand to them.
- Wherever you are, be there in every sense!!
- Make eye contact. Smile. Hand them the brochure. Introduce yourself.
- Listen to them!!!!
- Ask them if they plan on voting in the upcoming election. Ask, “what issues are important to you?”
 - If they answer, ask, “Have you decided how you're going to vote this time?”
 - Don't press too hard. Some will answer this, some won't.
 - If they are non-committal, tell them, “I hope I can count on your support.”
- If they enthusiastically support you, thank them very much for their support and ask them if you can place a sign in their yard.
 - If they say yes, place the sign (which you will have in your trunk). If they say no, thank them again and wish them a good day.

Your Door-Knocking Technology will enable you to note the outcome.

You **MUST** note those who are voting for you – these are the folks you will call just before the election!

The Campaign Manager will use this data in many ways... issue focus, messaging changes or tweaks, GOTV effort, etc.

If someone is adamantly against you, note that too. Also, note the persuadables.

Never debate issues at the door.

Some folks will not want to talk after answering the door. Some will slam the door in your face. Don't sweat it. Just move on to the next door and have fun.

If no one answers the door, leave your leave-behind piece with a short note saying, “sorry I missed you”. If your staff was knocking on doors, have them write, “sorry we missed you.”

Reminders and Tips

Smile - This is the most basic rule when talking with voters and potential voters. People will be more likely to engage with you if you’re enjoying this process.

Stay Positive – whether it’s the candidate or a volunteer knocking on doors, the campaign **MUST** excite voters about the candidate’s race! Do not get weighed down by complaints, slammed doors or positive support for the opponent. Just keep knocking.

Root your feet like a tree. If the voter answers the door, resist the temptation to want to move on to the next voter. **DON’T MOVE!** If they engage you, there is no other place on earth you should be than right there! You must be a good listener. Listen to them. If they don’t feel listened to, you’re toast. They will vote for you if you stay and hear them.

Dress professionally but appropriately – you wouldn’t wear a tie when outside knocking on doors. Wear comfortable shoes. Be well-groomed.

Do not offer to shake hands when they answer (this is an invasion of their space) but only if appropriate after a conversation.

Follow the script but speak from the heart. Do not pretend to be a policy expert (this goes for staff, volunteers, and the candidate). If asked a question for which you do not have an answer, point them to the website and ask them if you can get the answer and call them back with it. **And call them back!**

There’s a rule that you never say your opponent’s name. If asked who you are running against, break the rule and tell them. Don’t offend them by saying you can’t remember. They know you know who you’re running against.

Never argue with anyone. If someone is disagreeable, kindly thank them for their time and move on to the next door. There are a lot of voters to contact.

Never walk across lawns but use sidewalk/driveway.

If you see a newspaper, bring it to the porch and either leave it there or hand it to them if they answer.

If you see someone in their yard, and they're not on your walking list, feel free to introduce yourself and hand them a brochure.

“Lit Drops” don’t work! If you are simply stuffing brochures in mailboxes, which isn’t allowed to begin with, you’re wasting your time, and you’ll make people mad. Knock on doors and if they don’t answer, a short note on your piece, left at the door legitimizes your visit.

Be safe. Watch for cars and pets. Do not go inside houses unless walking in a group or you're the candidate. Do not knock on doors that make you feel uneasy.

Supplies for Knocking:

- Walking list
- Script
- Name Badge
- Clipboard
- Leave-Behind Piece
- Pens
- Signs & Stakes in your car
- Water Bottle

For The Campaign Managers

The candidate is the priority, as is his/her schedule. Campaign Managers sometimes believe they know what it's like to be the candidate. They don't, unless they've been one.

The candidates focus must be on asking for \$, asking for votes and preparing! The Campaign Manager must create an atmosphere that allows these priorities to stay a priority.

Create and place a Master Calendar on the wall in the war room. It should be big, counting backwards the number of days until the election, should indicate key dates – deadlines for media placement, quarterly reports due dates, door-knocking & phone banking schedules, etc.

Develop the Campaign Plan & stick to it – 3-4 pages of bullet points of ACTIVITY ITEMS.

You don't need a 100 page plan. You need a campaign plan that explains what you will DO to win!

The rule of the day is to be busy with campaign activity that garners votes, media and support!

Keep it simple and review it every day. Campaign intensity will change. The plan shouldn't.

If you can't measure it, it probably doesn't matter because it won't get done.

If you don't allocate \$ to it, you aren't serious about it. You can't say you're running a "grassroots campaign" if you're not funding it – even a grassroots campaign needs funding!

We repeat- you and your team must get and stay BUSY with activity!

Procure the best and most up-to-date technology for your door knockers, phone bankers and other staff. You have no idea how useful the intel you procure over the Summer while knocking on doors will be the week before Election Day.

The Campaign Manager:

- Leads by example
- Sets the tone
- Listens to Staff
- Defines the mission
- Is clear & concise

Take what seems insurmountable and break it down into specific tasks and make sure everyone understands their tasks.

Hire good people. A+ people hire A+ people. B People hire C people. Hire ENERGY and someone who believes in the candidate and the cause. Beware the Poli Sci Guy who knows everything – he won't work hard.

Get things done! Develop and keep momentum. Keep everyone updated... always.

You are responsible for Crowd Building – engage local supporters, local delegation, etc. early and get them to help but ultimately; this is on you!

Not every county (precinct) can/should be treated the same unless you have a compelling reason that you can purge support from your opponent – the historical percentage of votes you (might) receive should be about the same as the time you spend in that county – if you receive 5% of the vote there, then they should receive 5% of your candidate's time.

Coalition Building

Every campaign must be broken down into numerous parts. There is no blanket that covers every aspect / audience / issue / funding of a campaign.

Therefore... identify all coalitions that are with you on a given issue. Write them down, identify the groups in your voting district, contact them, meet with them and share your position. Then... Get them to the polls.

You should have a Coalitions Coordinator. This does not need to be a full time position but can be. This staffer's responsibility is to inform and engage every group and get them to the polls.

Yes, there are one-issue voters out there or voters that vote **primarily** on that issue. These communities include:

- Pro-life
- 2nd Amendment
- Environmental
- Immigration
- Defense
- Fiscal/Spending/Debt/Deficit
- Economic growth/ low taxes

If your opponent is pro-choice and you are pro-life, it would be a colossal mistake for you not to get in front of the pro-life community, inform them of your position, get contact info for their members, reach out to EVERY SINGLE ONE OF THEM, and get them to the polls. Email blasts are a good way to cover a lot of territory very easily.

The Coalitions Coordinator will work this process: remind them to vote and ask them to bring friends with them.

Campaign Correspondence

ALL correspondence requires a response, well, almost all; if someone writes the campaign, respond to them unless they are highly critical and you sense you have no way to flip them.

Issues-Oriented Questionnaires that you receive in the mail... as a candidate (depending on which level – state, federal, etc.) you may receive issue-specific questionnaires. Many organizations that send these are good ones that can persuade voters one way or the other. Some are not friendly to your campaign so do not complete and return those that are not friendly to you.

If you are not sure of the group sending it, contact your party (local, state, national) – they will know the group and can guide you.

Yard Signs

They can be vital to your success, particularly if you have to build name recognition.

Be simple and think white space. How much can a potential voter read driving by your sign at 50 miles per hour? Be smart – be succinct!

It needs the word “Vote” or “Elect,” your name, the seat for which you’re running and a simple slogan. That’s it. Putting your web site address on it is a waste of time.

Your name should be in a larger font. Keep the font simple and EASY TO READ – just like your logo.

**Placing signs in people’s yards is more impactful than road side!
Having your sign in someone’s yard is a 3rd party testimonial! This is why you and your door knockers need signs in your car trunks – so that when you identify a supporter while knocking on doors, you can ask to place a sign in their yard!**

However, if you place signs in common areas, you must think strategically and be smart... Every municipality has different rules governing signs in public rights of way (30 day rules, size limitations, etc.) – know the rules or your signs will end up in the trash. Some will send you a fine! That’s not how you want to be in the press.

Don’t over do it – you don’t need 5 signs in a row next to one another. Place a few and move to another location.

Place in high-traffic areas and near a schools – parents will drive there a couple times a day and these may be polling locations.

Absentee/Early Voting

If you have early voting in your district, state, etc. you will need to budget funds for mail, etc. before the early voting starts – you must get your message out there before early voters vote.

Who has voted early before?

Who might vote early based on modeling?

Procure the Voter File of previous elections from your party.

You should have a concerted phone bank and Door Knocking campaign targeting those who have voted Absentee. If they pick up and haven't heard of you, give them your web site and ask them to visit it and consider voting for you. If they answer the door when door knocking, give them your leave-behind piece, direct them to the web site and ask for their support.

GOTV Basics

The last 2 weeks of the campaign will be high energy with lots of activity to include: Phone banking/door knocking/sign waving.

You need a GOTV Coordinator whose focus is building a team and executing the GOTV strategy laid out in the Campaign Plan. Many races are won and lost on the momentum built during the last 2 weeks and leading up to Election Day.

You cannot blow through your budget and not have funds to finish the last few weeks of a campaign. You must be able to respond to attack ads and be able to fund the very efforts that help candidates win close elections.

Never stop until 7 pm election night! Ask everyone to vote for you. **Never assume someone won't support you – you never know.**

Youth & College Groups

Get them on your team! These young people are looking for a candidate to believe in, issues to get behind and want to be involved in a race where they feel they can make a difference.

The Campaign Manager must identify the groups, get you in front of them, share your vision, feed them pizza and ask them to join your team.

Not getting in front of these groups is a critical error for challenger candidates.

For Field Representatives

Responsible for making sure the campaign gets its message out through **direct voter contact** in the rep's assigned region.

Voter Contact... calling, emailing and seeing voters is the primary objective of the Field Representative.

Voter Contact is the most important use of time... connecting with your Target Voters (swing and registered primary voters in your region), making sure they intend to vote, that they know where to vote (inform them if they don't... you should have all polling locations), the campaign will provide call lists and technology for outreach.

Responsible for all organizational goals in their respective region.

Recruit volunteers and build a solid team of energetic people to help in their region... event staffing and coordination/GOTV efforts, Phone Bank and Door Knocking/and other campaign activity in the region. Work with the county parties to recruit volunteers.

Communicate with volunteers regularly to keep them informed.

Train Volunteers on door-knocking and phone bank technology.

Know the Vote Goals for every precinct/county in their region.

Ensure all volunteers have done the basics (see Volunteer Section).

Identify and list all party monthly meetings and political events, staff and have a presence at all of them with materials.

Make sure they are responsible for covering all events in their region, whether the candidate is present or not.

Ensure you have all materials for campaign events... signs and stakes, palm cards, bumper stickers, lapel stickers, Voter Registration Forms, banners, sign in sheets, pens, etc. (you will have a Materials Box) for small items and an inventory of signs & stakes.

Coordinating all GOTV efforts in their region.

Ensure all polls are watched on election day, have signs up and all local election rules are followed... 200 foot rule, inside voting location, etc.

The Field Rep is the eyes and the ears of the campaign in their region... know who the folks are in the political process, know what political issues are bubbling, and know when and where monthly meetings are and BE THERE.

Attending Events

When attending events, be prepared to speak in front of the group:

- Introduce yourself to the group and thank folks for participating in the conservative cause.
- Only discuss policy issues when specifically asked to do so, which won't be often.
- Talk about recent campaign events and upcoming ones.
- Ask them to "Like" your candidate on Facebook, follow them on Twitter, and sign up on the website; you should have this information on your card.
- Offer to register folks to vote (who share your conservative values), have voter Registration Forms.
- Ask them to help with any upcoming events (parades, phone banks, door knocking, rallies, sign waving, etc.).
- Recruit Volunteers! Field Reps should ask for folks to volunteer at every event they attend; many folks will help if asked.
- Ask them to take a sign and bumper sticker.
- Thank them for all that they're doing for the cause and considering your candidate.

When an event is held in your region (as a field rep.), it is YOUR event!

Advancing Events... advancing events is one of the most important aspects of covering an event for the campaign. Follow these tips:

- Know the site. Know exactly how to get there and be ready to explain to other staffers how to get there, especially to someone who is driving the candidate.
- If it is a large event/venue (State Convention, Party Dinners, etc.), go there prior to the event.
- Know where to park and again, if the candidate is attending, where he/she will park.
- Make the event look like your candidate's event. This needs to be appropriate, but ensure you have signs up outside, material inside (placed on chairs if allowed), volunteers in position.
- Put volunteers to work... have them hand out bumper stickers, greet folks at the door and offer lapel stickers if appropriate.
- Events are to make the candidate look good and to reflect a professional and energetic campaign.
- Be ready to deal with last minute contingencies with little or no notice.
- If you plan an outdoor event, it WILL rain. Have a backup plan. And a back up for your back up.

After the event... Leave the venue cleaner than it was before the event. Never leave any campaign material behind. Always thank the host, the owner of the venue and the organizers. Thank all of the folks for attending.

What Not To Do As A Field Rep: Do not talk to the press! A campaign staff member's name in the paper is a very bad thing. **Read this again. This campaign is not about you. It's about the candidate.**

Do not consume alcohol at public campaign events; please remember that you are representing the candidate for whom you are working!

Do not speak for the candidate regarding policy. The Campaign Manager will provide campaign talking points – stick to them. When someone asks you a policy question, avoid the desire to answer it. It is not your responsibility to do so. Simply write it down, get their contact information, procure the answer they need and get the answer to them. It is more than okay to say, “I don't handle policy issues for the candidate but will get you an answer quickly.”

Do not commit the candidate or the campaign to any event. You will be asked and pressured to commit the candidate to attend various events. You are not the Scheduler. Procure the details of the event and tell the person you will find out if it is possible for the candidate to attend. And always get back to them with an answer.

If the candidate cannot attend, apologize that he/she is unable to, thank them for the invitation, thank them for what they are doing for the cause and ask if you can attend the event.

Professional Code of Conduct

You are being recorded. Don't hope that you're not. Don't wonder if you are. You are!

Do not drink alcohol at campaign events (if this is the campaign rule).

Always dress appropriately, professionally and conservatively at campaign events.

We do not criticize anyone... political opponents are not the enemy. Be professional and humble in all of your communication... written and verbal.

Do not argue with anyone.

Do not discuss campaign plans with anyone. Internal campaign discussions are just that... internal and not to be discussed with others.

For Volunteer Coordinators

A good Volunteer Coordinator is crucial to the success of any campaign and the reason is obvious – they will build a team and MULTIPLY the campaign synergy 10 or 100 fold.

Nothing can be worse than having a meaningful number of volunteers with nothing to do!

The Volunteer Coordinator will recruit, sign up and orient all volunteers.

The Volunteer Coordinator will insure the new volunteer does the simple things (listed below) on Day 1!

The Volunteer Coordinator is responsible to ensure these volunteers are and stay engaged, are informed of campaign activity, are introduced to the folks in their area, are trained to do what we need them to do, and meet and get a picture with the candidate when possible.

Volunteers

Core volunteers are like staff. Every successful campaign has good volunteers that believe in the candidate and his/her message. These people are critical to the success of the campaign.

In some close races, door knocking and phone banking has separated the winner from the loser. Volunteers get this done.

Vet them first. You must know who is wanting to be on your team and why. People (staff and volunteers) want to win. But we won't do "whatever it takes" to win. We will do whatever is legal, moral and ethical to win. They must know your boundaries.

You, the Campaign Manager and/or the Volunteer Coordinator MUST engage all volunteers early in their participation so they don't get bored and leave. There are several things the new volunteer can do from their living room the day they join the race to become engaged in the campaign – these things must get done.

On Day 1 the new volunteer should:

- Like campaign on FaceBook
- Share the most-recent social media postings
- Follow on Twitter and retweet
- Sign up on the website to receive email blasts
 - Email 25 friends asking them to do the exact same thing

- Go to your YouTube Channel, sign up and watch the campaign videos already up
- Place bumper stickers on all cars
- Place a sign in their yard
- Begin placing upcoming events in the planner.

These things can be done without leaving their house.

Find out what they want/like to do to help and give them meaningful activities that align with their interests.

Give them a schedule of upcoming events, meetings, rallies, campaign stops, etc. in their area and get them involved.

Introduce them to the local players so they feel connected and can start to help. They need to know your other volunteers, their Field Rep, local supporters, the chair of the local party, etc.

Do not waste their time. Be weeks ahead on the schedule and get them engaged.

Be ready for them – if door knocking, have all material (see list) and be ready to go on time!

If Phone Banking – have all lists, technology, phones, etc. ready. And don't forget the pizza!

Consider highlighting a “Volunteer of the Week” and put it on the web site and social media.

Listen to them. Be open to what they are hearing in the field. That said, not every idea is a good one. Measure the probable return on investment on ALL activities, especially if it includes the candidate! Not every booth at every fair needs to be staffed unless you have the volunteers and staff to do it.

Keep them informed. Make sure they are on the same page as the campaign. Stay on message.

Go to youth and college groups and find a champion who believes in the candidate who will volunteer and recruit others to do so.

Consider having all volunteers and staff sign a Privacy Disclosure Form committing them to privacy!

For All Staff: How to Work Campaign Events

Introduce yourself to the host(ess), thank them and ask them if you can do anything to help.

Bring your Materials Box, which has business cards, bumper stickers, push cards, lapel stickers to wear at the event, sign up sheets, a clip board, pens, etc. You will also pick up several signs and stakes.

Please arrive at the event early enough to put signs up at the street corner (and further away if you discern the venue is difficult to find), the walkway approaching the door of the event and have some for folks to take with them.

Find a table to put materials on.

Stand near the door, greet people as they enter, give them a lapel sticker to wear, hand them a palm card and/or bumper sticker, thank them for attending the event and have fun.

If there are 2 staffers/volunteers there, one should be at the door greeting folks and the other person should staff the materials table

If there are 3 or more, 1 person should stand near the materials table and greet people there. The goal here is to get people to sign up for information. You should try to capture email addresses so that you can communicate with them as the campaign proceeds.

Each person should have a business card lapel patch on so folks know you are working with the campaign.

Parting Words

Remember Where You Came From. Remember Why You're Running. Remember Your Why. So, you're a conservative. You're a woman or a minority or a millennial, or simply an American who believes conservative principles serve our community, state and country far better than liberal ones. Great. Now what? Never forget where you came from. Your voice is yours alone. It matters. Use it.

ALWAYS STAY TRUE TO WHO YOU ARE. REMEMBER THAT THIS IS ABOUT SOMETHING BIGGER THAN YOURSELF. NOW GO OUT THERE AND WORK HARD. WORK HARDER. WIN.