



THE PHASES OF YOUR CAMPAIGN

Whether you are laying the groundwork to run for office in 2-4 years or you've been recruited to run with only days left to file, a clear strategy working backwards from Election Day will be your key to victory. Following is a campaign checklist organized by the phase of your campaign:

PHASE ONE: ASSESSMENT AND PREPARATION

Begin 18 to 9 Months Out

- Conduct Comprehensive Self-Assessment
- Conduct District and Political Landscape Assessment
- Determine Official Candidate Requirements and Deadlines
- Conduct Initial Opposition and Issue Research
- Form Your 'Kitchen Cabinet'
- Take Advantage of Candidate Training Opportunities

PHASE TWO: STAFFING, PLANNING AND BUDGETING

Begin 9 to 6 Months Out

- Hire Key Staff
- Determine Vote Goal
- Develop Campaign Plan, Fundraising Plan, Budget and Timeline
- Develop Systems for Program Tracking, Organization and Execution
- Obtain and Build Lists
- Develop Message
- Begin Fundraising

PHASE THREE: FUNDRAISING AND VOTER CONTACT

Begin 6 to 4 Months Out

- Fundraise, Fundraise, Fundraise
- Begin Direct Voter Contact
- Develop Voter Contact and Visibility Materials
- Begin Earned Media Efforts
- Solicit and Secure Endorsements
- Recruit Volunteers

PHASE FOUR: EARNED MEDIA, VOTER CONTACT AND MOBILIZATION

Begin 2 Months to Election Day

- Continue Fundraising
- Continue and Increase Direct Voter Contact
- Conduct Literature Drops

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- Attend Editorial Board Meetings
- Implement GOTV/Election Day Plans

PHASE FIVE: PREPARING FOR YOUR NEXT VICTORY

Begin the day after Election Day

- Thank Donors, Supporters and Volunteers
- Hire Legislative Staff
- Strengthen Relationships with Press
- Assess Rules for Official Mail
- Develop Constituent Communications Plan
- Retire Debt