



SAMPLE CAMPAIGN PLAN OUTLINE

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- XI. ELECTORAL ENVIRONMENT & POLITICAL LANDSCAPE**
- ◆ District Geography & Demographics
 - ◆ Current Political Representation & Last Margin(s) of Victory
 - ◆ Key Local, Legislative, Statewide & Federal Races
 - ◆ Voter Registration by Party & Voter Turnout in Recent Elections
 - ◆ Historical Party Performance
 - ◆ Salient Local Issues
- XII. TARGETING**
- ◆ Brief Strategic Summary
 - ◆ Total Expected Vote & Vote Goal
 - ◆ Number & Description of Expected Base Voters / % of Vote Goal
 - ◆ Number & Description of Expected Swing Voters / % of Vote Goal
 - ◆ Opponent's Expected Base Voters
 - ◆ District & Precinct-by-Precinct Party Performance
 - ◆ Persuasion Percent, Persuasion Index & GOTV Index
- XIII. VOTER CONTACT**
- ◆ Brief Strategic Summary
 - ◆ Door Knocking Universe Description & Number of Households
 - ◆ Daily Door Knocking Goals
 - ◆ Precinct Prioritization
 - ◆ Candidate & Volunteer Walk Plan
 - ◆ Direct Mail Universe, Planned Hits & Timeline
 - ◆ Phone Bank Universe, Planned Hits & Timeline
 - ◆ Literature Drops & Visibility
- XIV. GOTV**
- ◆ Brief Strategic Summary
 - ◆ Absentee Ballot Program/Strategy
 - ◆ Vote by Mail
 - ◆ Phone Banking
 - ◆ Assistance from Outside Organizations
 - ◆ Poll Workers
 - ◆ Flushers
 - ◆ Rides to the Polls



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V. MESSAGE

- ◆ Brief Strategic Summary
- ◆ Overarching Campaign Message
- ◆ Position Statements on Salient Issues
- ◆ Plans for Polling/Message Testing
- ◆ Message Dissemination Strategies
- ◆ Stump Speech

VI. EARNED MEDIA

- ◆ Brief Strategic Summary
- ◆ List of Local Media Outlets & Key Reporters
- ◆ Planned Press & Visibility Events
- ◆ Outreach to Reporters, Editorial Boards & Specialty Press
- ◆ List of Surrogates & Surrogate Activities

VII. PAID MEDIA

- ◆ Brief Strategic Summary
- ◆ Outlets, Timing, Amount & Cost of Planned Media Buys
- ◆ Visibility Materials

VIII. RESEARCH

- ◆ Brief Strategic Summary
- ◆ Fact Sheets on Self & Opponent
- ◆ Plans for Use of Polling/Focus Groups

IX. FUNDRAISING

- ◆ Brief Strategic Summary
- ◆ Finance Committee
- ◆ Planned Fundraising Strategies
- ◆ Candidate Call, Event, Mail, Web, House Party, Individual & PAC Goals

X. BUDGET

- ◆ Voter Contact
- ◆ Earned Media
- ◆ Paid Media
- ◆ Fundraising
- ◆ Technology
- ◆ Visibility
- ◆ Research
- ◆ Staff
- ◆ Overhead



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- I. CANDIDATE SCHEDULE**
 - ◆ Brief Strategic Summary
 - ◆ Campaign Phases
 - ◆ Goals for Daily Fundraising Calls & Door Knocking
 - ◆ Personal & Professional Parameters
 - ◆ Use of Spouse & Surrogates

- II. STAFF & VOLUNTEERS**
 - ◆ Brief Strategic Summary
 - ◆ Positions, Job Descriptions & Hiring Timeline for Key Staff
 - ◆ Recruitment & Utilization of Volunteers
 - ◆ Organizational Flow Chart
 - ◆ Volunteer Appreciation

- III. SYSTEMS DEVELOPMENT**
 - ◆ Brief Strategic Summary
 - ◆ Scheduling Systems
 - ◆ Fundraising & Financial Systems
 - ◆ Press & Vetting Systems
 - ◆ Field Tracking Systems
 - ◆ Volunteer Management Systems

- IV. TIMELINE**
 - ◆ Political Dates & Deadlines
 - ◆ Dates & Events of Local Importance
 - ◆ Holidays & Dates of Personal Interest
 - ◆ Voter Contact, Fundraising & Media Benchmarks
 - ◆ Proposed Media & Fundraising Event Dates