



CHAPTER III

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; see the chapters indicated for more details on each item.



PHASE ONE: ASSESSMENT AND PREPARATION

Begin 18 to 9 Months Out

- Conduct Comprehensive Self-Assessment**
Chapter IV

- Conduct District and Political Landscape Assessment**
Chapter IV

- Determine Official Candidate Requirements and Deadlines**
Chapter IV

- Conduct Initial Opposition and Issue Research**
Chapters IV and VIII

- Form Your 'Kitchen Cabinet'**
Chapters IV and VII

- Take Advantage of Candidate Training Opportunities**
Chapter IV



PHASE TWO: STAFFING, PLANNING AND BUDGETING

Begin 9 to 6 Months Out

- Hire Key Staff**
Chapter IX

- Determine Vote Goal**
Chapter VI

- Develop Campaign Plan, Fundraising Plan, Budget and Timeline**
Chapters V and VII

- Develop Systems for Program Tracking, Organization and Execution**
Chapters V, VI, VII, VIII, IX and X

- Obtain and Build Lists**
Chapters IV, VI, VII and VIII

- Develop Message**
Chapter VIII

- Begin Fundraising**
Chapter VII



PHASE THREE: FUNDRAISING AND VOTER CONTACT

Begin 6 to 4 Months Out

- Fundraise, Fundraise, Fundraise**
Chapter VII

- Begin Direct Voter Contact**
Chapter VI

- Develop Voter Contact and Visibility Materials**
Chapter VI

- Begin Earned Media Efforts**
Chapter VIII

- Solicit and Secure Endorsements**
Chapter VII

- Recruit Volunteers**
Chapter IX



PHASE FOUR: EARNED MEDIA, VOTER CONTACT AND MOBILIZATION

Begin 2 Months to Election Day

- Continue Fundraising**
Chapter VII

- Continue and Increase Direct Voter Contact**
Chapter VI

- Conduct Literature Drops**
Chapter VI

- Attend Editorial Board Meetings**
Chapter VIII

- Implement GOTV/Election Day Plans**
Chapter VI



PHASE FIVE: PREPARING FOR YOUR NEXT VICTORY

Begin the day after Election Day

- Thank Donors, Supporters and Volunteers**
Chapters VII and X

- Hire Legislative Staff**
Chapter X

- Strengthen Relationships with Press**
Chapter VIII

- Assess Rules for Official Mail**
Chapter X

- Develop Constituent Communications Plan**
Chapters VIII and X

- Retire Debt**
Chapters VII and X