



**NACIONALNI  
DEMOKRATSKI  
INSTITUT**

**ZA MEĐUNARODNE ODNOSI**

# Campaign Guide

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Elections are about voters making political and social choices. Political parties are the engines of democratic choice. The activists within the political parties are the agents of change. Who makes a good political activist? Anyone who is open minded; willing to take risks; prepared to work hard; to challenge how politics have happened in the past and ready to make personal sacrifices.

Elections are the measure of a democratic society. It is an opportunity for citizens to have a direct say in their government and choose not only their leaders but the style and policy which they wish to be governed by.

This manual is written for your political party-as a practical guide for the work that needs to be done. It can happen because you have the courage to make it happen. Good-luck.

Sarah Jenkins & Karen Gainer,  
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## I. Introduction

Campaigns are about how to win elections. An effective political campaign is designed to persuade voters to vote for your party. Therefore, all campaigns have these three basis objectives:

1. to identify the party's voters;
2. to persuade new people to vote for the party;
3. to ensure the party's voters come out to vote on election day.

To achieve this the party needs:

- ✓ a positive and powerful message that gives voters a reason to vote for the party;
- ✓ an image which is positive, optimistic and direct contact with voters;
- ✓ a strong team of candidates who reflect the various geographical regions within each electoral district;
- ✓ committed campaign volunteers who are hard-working, loyal, who possess a positive attitude and who believe that positive change is possible.

## II. The Role of Candidates in the Campaign

The party is the flagship of the campaign and candidates are its sails. On the ballot papers, party names and party coalitions will be identified together with the head of the list. However people vote not only for parties but for people they know and for people they can rely on after the election. The campaign needs to promote the candidates, who in turn must persuade voters to vote for them and the party.

Therefore no one is more important to a campaign or has more responsibility for the campaign's success than THE CANDIDATES. Candidates must:

- ✓ be highly visible in public;
- ✓ be the central figures in the district election;
- ✓ be upbeat and positive at all times;
- ✓ constantly acknowledge the efforts of the volunteers and party supporters;
- ✓ be enthusiastic, have a sense of humour and commitment to the campaign;

- ✓ be committed to continual direct contact with their voters-at the doors, in the cafes and market places -personally asking citizens for their voters;
- ✓ consistently deliver the party's message to everyone they meet;
- ✓ encourage an active and public role for women and youth in the campaign.

Candidates must accept the advice of the campaign team and not fall into the role of trying to manage the campaign.

### **Candidates must Know their voters**

To be successful, candidates must talk to the voters they want to represent. Candidates must know the people who live in their electoral district and understand the issues which concern them because it is these people who will vote. In order to know the voters candidates must:

- ✓ know the community leaders
- ✓ know local issues
- ✓ ask voters what their major concerns are
- ✓ know all local and national policies of the party
- ✓ know the local vital statistics, such as employment levels

### **III. Campaign Team**

The campaign needs an efficient team with clear lines of responsibilities. The team should consist of:

1. Campaign Manager
2. Door to Door Coordinator
3. Volunteer Coordinator
4. Policy/ Program Chair
5. Communications/Media Coordinator
6. Finance Chair
7. Office Manager
8. Poster Coordinator
9. Special events Coordinator
10. Telephone Bank Coordinator
11. Computer Manager
12. Election Day Coordinator
13. Youth Coordinator
14. Women Coordinator
15. Seniors Coordinator

The campaign staff should work together as a team with the campaign manager as the team leader. Strong communications between team members and the sharing of resources (people, time, materials and equipment) is essential to the successful outcome of the campaign. The campaign manager as the team leader must make the final decisions concerning all aspects of the campaign. However to make good decisions and provide strong inclusive leadership, he/she must seek the advice and recommendations from all members of the campaign staff.

#### **1. Campaign Manager**

The Campaign Manager is the final decision maker in individual electoral district campaigns, in close consultation with the national office. He/she is responsible for the day to day activities of the campaign and the candidates. The campaign manager must be fully aware of all aspects of the campaign, from office administration to the door to door campaign to candidates' scheduling. The manager maintains contact with the national campaign and acts as the spokesperson for the electoral district campaign. He/she advises candidates on strategy and keeps the candidates informed on the progress of the campaign and acts as the campaign trouble shooter. Only the campaign manager or the candidates makes official statements to the media.

## **2. Door to Door Coordinator**

This person should be someone with experience in door to door canvassing, knowledge of the geography of the electoral district and with an ability to work with all kinds of people. The Door to Door Coordinator's responsibility is to develop the campaign's door to door canvass plan and to ensure that the canvass is completed according to the electoral district campaign timetable and that the party's parallel voter's list has been compiled in advance of the Party's Get Out the Vote Campaign. He/she works closely with the volunteer coordinator and the campaign manager.

## **3. Volunteer Coordinator**

The volunteer coordinator must be a person who is pleasant, cooperative, one who likes people, has practical common sense, has organizational skills and can get things done. This person is responsible for finding the volunteers and developing the volunteer plan. The coordinator needs a sense of humour and the ability to motivate, mobilize and manage all kinds of people-young, old, male, female, rural, urban, students, housewives, professionals, labourers, farmers, pensioners etc. Every volunteer must be contacted by the volunteer coordinator and asked to take on specific assignments. The coordinator must be someone that everyone- the volunteers and campaign staff respects. The volunteer coordinator works closely with the Door to Door Coordinator, Poster Coordinator and Campaign Manager to find jobs for people and people for jobs. He/she maintains an accurate list of volunteer names, addresses and telephone numbers. The coordinator ensures that each volunteer receives a thank-you letter from the party and its candidates after all intensive volunteer work projects and the election.

## **4. Policy/program Coordinator**

The policy/program coordinator is responsible for identifying the key local issues in the campaign. This person is familiar with the party's program and should be involved in local and regional affairs. They should also have the ability to do basic research and be able to consult experts in the community. The policy/ program coordinator should work closely with the media coordinator as they develop the campaign's communications plan.

## **5. Media Coordinator**

The ideal communications/media coordinator should write well and have strong people skills. They should have previous experience handling the media and possess creative skills. The media coordinator will develop the campaign's communication plan and will over see all aspects of communications from media relations to speech writing to campaign literature. This person also coordinates the information flow from the campaign to the media. They will be also responsible for news releases and

press conferences. The media coordinator also works with the campaign team to create a communications strategy which will establish themes and messages for the campaign. The communications plan should also include how the campaign wants to treat specific local issues which will emerge during the campaign.

#### **6. Finance Chair**

This person is responsible for developing the campaign budget and overseeing its implementation. This person should have previous accounting experience. He/she must work closely with the party headquarters and campaign manager to ensure that the campaign spends only the money it has been allocated and that it does not incur debts.

#### **7. Office Manager**

The office manager is responsible for the ongoing administrative needs of the campaign office. The office manager ensures all people coming in from the street are greeted and that the telephones are answered in a courteous and helpful way. This person also organizes the candidates' schedules and all requests for use of the candidates are coordinated through this person. He/she assists the volunteer coordinator in telephoning and contacting volunteers. The office manager also coordinates the compiling of polling station results on election day.

#### **8. Poster Coordinator**

This coordinator is responsible for developing a poster plan for the campaign and ensuring the delivery of posters and window signs. He/she works closely with the volunteer coordinator to ensure that posters are hung in the appropriate places and organizes the post election clean-up. A record of all businesses and households requesting signs should be maintained and thank-you notes sent to everyone that takes a sign. All records of sign requests should be sent to the computer manager for inclusion on the party's parallel voters' lists.

#### **9. Special Events Coordinator**

This coordinator is responsible for developing a special events plan for the campaign and managing off site public activities for the campaign. For example: street stalls; candidate walk alongs; coffees; petitions; party pot luck dinners; leaders tour; greeting voters at tram and bus stops and public intersections. Working with the campaign manager and the volunteer coordinator he/she will determine the locations, the number of volunteers and the types of events needed to educate and motivate voters to come out and vote on election day.



#### **10. Computer Manager**

This coordinator is responsible for ensuring all voter related information has been computerized, for example the volunteer and party membership list, the party's parallel voters' list and the GOTV (get out your vote) list. This individual will assist the campaign manager and volunteer coordinator in designing the reporting requirements and forms for election day. The computer manager is also responsible for updating the campaign's web's page and responding to Internet communications.

#### **11. Telephone Bank Coordinator**

This coordinator is responsible for developing a telephone bank plan for the campaign and managing the day to day operations of the campaign's telephone bank and training its volunteers. Working with the volunteer coordinator, computer manager and campaign manager the Telephone Bank Coordinator will identify the number of telephones needed for its job and the number volunteers needed for developing the voter telephone lists to be called and for doing the actual telephoning. He/she is assisted by the Campaign Manager in the design of different telephone scripts to be used by the volunteers.

#### **12. Election Day Coordinator**

Manages, organizes and coordinates all activities in the last three weeks of the campaign leading up to election day. These activities should specifically identify and reach out to committed and undecided voters to ensure that they go out to vote for the party on election day.

#### **13. Youth Coordinator**

A youth coordinator should be appointed in each electoral district. He/She is responsible for developing the campaign's youth strategy, which includes using youth in all aspects of the campaign. All youth party organizations in the district should be invited to participate in the campaign. It is extremely important that the youth coordinator be involved in all aspects of the campaigning planning. In most cases, campaigns provide invaluable training for the youth of the party. And the party should not underestimate the ability of the youth to be fully contributing members of the campaign team. The youth coordinator should always be treated as a full partner on the team.

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#### **14. Women's Coordinator**

A Women's coordinator should be appointed in each electoral district. If a Women's section or Forum is active in the electoral district it is imperative that they be invited to actively and publicly participate in the campaign. This coordinator should design a women's strategy for the campaign which ensures that women are integrated into all aspects of the campaign. She should also be responsible for briefing the party's candidates and leaders on issues of concern to women.

#### **15. Seniors's Coordinator**

A Seniors's coordinator should be appointed in each electoral district. If a Seniors's section exists in the electoral district it is imperative that they be invited to actively participate in the campaign. This coordinator should design a senior's strategy for the campaign which ensures that seniors are integrated into all aspects of the campaign. She/he should also be responsible for briefing the party's candidates and leaders on issues of concern to seniors.