Sample Campaign Plan

**June**

- **Identify Political Director** — focuses on planning, strategy, message, theme, and fundraising and serves as a liaison between the union and political candidates and parties.
- **Identify Field Director** — focuses on volunteer canvass programs and prepares for GOTV, including organizing allies, voters lists w/ phone numbers and persuadable voter households.
- **Print & Distribute Flyers** — for Beef & Beer fundraiser
- **Gather target information** — including: who the voters are; who the swing voters are; incomes, ages, education, ethnicity, occupation, religious, sex; voter turn-out/history; party affiliation; base vote; identifiable group areas of district (i.e. Sr. Citizens), usually available from a candidate or political party or coordinated campaign.
- **Identify how many days there are before the election** and begin to plan backward from Election Day
- **Begin recruiting volunteers**
- **Begin planning volunteer activities** — including budgeting time and people — phone banks, canvass programs, visibility, direct mail, etc.
- **Identify legal deadlines** — this includes filings, petitions, finance reports.
- **Familiarize yourself with finance laws** — including, contribution limits from individuals, PACs, unions, the candidate; in-kind contributions
- **Send out candidate questionnaire**
- **Put in additional phone lines at “campaign office” — union office**
- **Beef and Beer fundraiser (end of June)**

**July**

- **Continue planning, recruiting, reviewing and low dollar fundraising** — raffles, member solicitation
- **Print and Distribute flyers for Hog Roast event** — Mid August
- **Conduct Candidate interviews** (late July – first of August)

**August**

- **Conduct Candidate interviews** (late July – first of August)
- **Hog Roast fundraiser (mid-August)**
- **Continue planning, recruiting, reviewing and low dollar fundraising** — raffles, member solicitation

**September**

- **Begin member-to-member phone program**
- **Endorse Candidates** from questionnaire and interview process
- **Print and distribute candidate endorsed leaflets**
- **Print paraphernalia** — buttons, bumper stickers, yard signs, etc.
- **Begin door-to-door program**
- **Produce direct mail piece(s)**
- **Print flyers for Fish Fry fundraiser**
Sample Campaign Plan

October
- Door-to-Door Canvassing continues
- Produce and run radio advertisement – radio runs last 2 weeks
- Continue member-to-member phone program
- Fish Fry Fundraiser – mid-October
- Send direct mail to IAFF members
- GOTV effort begins two weekends before election—includes canvassing, phoning, and visibility