



MEMO

To: Candidates and Campaign Managers
From: Jared Volz, Seneca Clark LLC
Subject: Guiding Principles to Win Your Campaign

Running a successful campaign requires strategic planning and disciplined execution. Seneca Clark has developed the following three principles will set you up for victory while avoiding common pitfalls.

1. Begin at the End

Plan your Election Night party first and work backwards from there. The most critical time is the weekend before Election Day. The next most critical time is when the absentee ballots are mailed out. Start your campaign knowing the strategies and tactics you will use at these critical moments. Set the money for those projects aside first, then fill in additional activities as you are able.

2. Make Each Day Bigger Than the One Before

A well-run campaign exercises restraint in the early stages of the race, knowing that campaigns are marathons, not sprints. Good things add up over time, and steady progress is preferable to sporadic big wins. With this approach you will build momentum heading into Election Day – a key feature of winning campaigns. With strategic planning and structure, you can create a wave of support that propels you to victory.

3. Strive for Results. Not Activity.

Being busy is not the same as being effective. Don't fool yourself into thinking that hard work alone will guarantee victory. Instead, work smart, then work hard. When evaluating your campaign's efforts, ask yourself, will this measurably produce new supporters, new volunteers, more contributions, or more donors? If it does not fill up one of those key outcomes, chances are you should not be doing it. Focus on what drives victory.

Please consider these principles as you prepare for your campaign, and know we're here to help. For additional resources and expert support, visit senecaclark.com to explore more of our proven tools and strategies.

Very Respectfully,

Jared Volz
Founder & CEO
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