

2022

Service Package



AC CAMPAIGN
SOLUTIONS

AC Campaign Solutions
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Contents

Introduction.....	3
Candidate Evaluation.....	4
Candidate Interview	4
Campaign Viability Analysis.....	4
Campaign Resources	4
Candidate SWOT Analysis	4
Campaign Budgeting.....	5
Campaign Set Up	5
Office Space and Organizational Set Up	5
Website	5
Database	5
Campaign Contact Information	5
Social Media Accounts	6
Paperwork	6
Compliance	6
Initial Staffing	6
CFO Training	6
Start Up Fundraising	6
Vendor Selection	6
Polling Services.....	7
Legal Services	7
Campaign Research	8
Demographic Research.....	8
Electoral History	8
Poll Analysis	8
Poll Priority	8
Vote Goal	8
Mapping.....	8
Messaging.....	9
Candidate Bio.....	9
Policy Platform	9
Website Content.....	9
Literature	9

Promotional Material	9
Social Media Content	10
Email Content	10
Fundraising	10
Interviews	10
Events.....	10
Campaign Plan	11
Campaign Strategy	11
Timelines	11
Pre-Writ Strategy and Timeline.....	11
Post-Writ Strategy and Timeline.....	11
GOTV Strategy and Timeline	12
Election Day Strategy and Timeline	12
Campaign Goals	12
Metrics	12
Constituent Engagement	13
Volunteer Training	13
Door Knocking Strategy.....	13
Phone Banking Strategy.....	13
Lit Dropping Strategy.....	13
Sign Plan.....	13
GOTV Strategy	14
Election Day Strategy	14
Campaign Clean Up	14
Wrapping up the Campaign	14
Final Paperwork.....	14
Post Campaign Evaluation	14
After the Election.....	15
Database Management.....	15
Fundraising	15
Constituent Engagement	15
Pricing.....	16

Introduction

Thank you for considering AC Campaign Solutions for your campaigning needs. AC Campaign Solutions was founded in 2022 by top campaign strategist Alexandra Carlile to provide Conservative candidates with the resources and expertise to win campaigns. We use advanced campaign methods, creative and innovative strategies, state of the art technologies, and good old fashioned Conservative values to ensure our candidates achieve the best results.

For any further questions or concerns please contact us online at a.carlile@accampaignsolutions.com or over the phone at 587-437-1339.

Candidate Evaluation

At AC Campaign Solutions, we care about the physical, mental, and financial wellbeing of our candidates, and that is why we conduct an in-depth candidate evaluation. For first time candidates, the evaluation provides insight into the daily undertakings of a political campaign and prepares the candidate, and their families, for the challenge. For experienced candidates, the candidate evaluation outlines the ambitions of the candidate and sets the tone for the campaign. The evaluation allows us to get to know the candidate and create a campaign plan that matches the candidate's vision.

Candidate Interview

We will conduct an hour-long in-depth candidate interview so we can get to know you as a candidate and as a person. We will discuss your personal, professional, and political history to find campaign advantages, establish possible coalition groups, and identify engagement strategies. We will discuss your personal values and policy opinions to better understand where you sit on the political spectrum. We will discuss your goals and campaign style so we can build a policy platform and begin building your messaging. At the end of the interview, you should have a clear understanding of your role as a candidate and feel comfortable knowing that your campaign will be run in a way that reflects your values.

Campaign Viability Analysis

The simple fact is, not all campaigns can be won. However, becoming an elected official is not the only definition of a successful campaign. AC Campaign solutions will conduct a campaign viability analysis based on past elections and current political climate to provide you with a realistic report on your riding. If your riding is unlikely to go Conservative, a campaign can still be used to gather lists of conservative supporters, bring awareness to conservative causes, raise money for the party, build a reputation for the candidate for future endeavours and more. We believe in honesty. We will make sure you know what you're getting yourself into.

Campaign Resources

Together with the candidate, AC Campaign Solutions will conduct a campaign resource analysis. Campaigns take time, money, and volunteers, so we will conduct a campaign resource analysis to ensure you have the resources to get a campaign off the ground. If you have limited resources, we will connect you with community leaders in your campaign and ensure you get the resources you need to run a successful campaign.

Candidate SWOT Analysis

We will complete a SWOT analysis on you and your opponents, so we can pinpoint the strengths and weaknesses of each candidate. We will plan a campaign that highlights your strengths and prepare for any potential attacks.

Campaign Budgeting

We will work with you to create a campaign plan that matches your budget and your campaign goals. Our packages can be specialized to fit within your campaign's budget, and we always take spending caps into account when creating a package. Whether you need someone to handle every aspect of your campaign, or you need someone to fill in a few gaps, we offer a wide range of services to meet all of your campaign needs.

Campaign Set Up

We know that lots goes into the set up of a campaign, and we are prepared to help you every step of the way. From website creation and database management to phone lines and printers, we will ensure you are fully equipped to take on the challenges of your campaign.

Office Space and Organizational Set Up

We can help you find a campaign office and get it set up for the campaign. We can help you secure the location and walk you through what is needed to make it a fully functional war room. We can help you budget for equipment and furnishings, we can help you establish an organized filing system, and we can get your campaign into a steady rhythm.

Website

We can create a clean and interactive website for your campaign. We will create an organized and user-friendly website so your supporters can easily donate, sign up to volunteers, learn more about your policies, and keep up to date with campaign activities. We will purchase the domain name, practice search engine optimization, and help you create content for your website. We can even integrate a NationBuilder database into your website to track and tag supporters. We can maintain your website and keep it up to date with events, activities, and more.

Database

We can create and maintain your database for you. We can set up a NationBuilder database and connect it to your website and social media pages. We will track your supporters, organize your volunteers, tag your donors, manage interactions, and more. We can train your team to enter data, pull walk sheets and maps, pull call lists, tag contacts, and more. We can even use your database to increase your campaign's fundraising potential. Database management services don't end after you've won your campaign! We will continue to maintain your database, manage constituent engagement programs; keep volunteers, supporters, and donors active; and employ a year-round fundraising program to keep your association fully funded.

Campaign Contact Information

We will work with you and your team to set up a dedicated campaign email address and phone number so supporters, donors, volunteers, media, and more can contact your campaign. Not all

campaigns have a dedicated campaign office, so we will help your campaign set up a PO box to accept campaign documents, official correspondence, donation cheques, and more.

Social Media Accounts

We will work with you and your team to set up the necessary social media accounts for your campaign. We can help you choose profile pictures, cover photos, and bios. We can connect your social media pages to your NationBuilder database to track interactions as well as monitor comment sections, respond to instant message questions, and track interactions with constituents. We can also provide regular content for all social media platforms consistent with the campaigns messaging. We can provide social media strategies for all phases of the campaign and election day.

Paperwork

There is a great deal of paperwork associated with becoming a candidate and we will help you navigate the complex application process. We can assemble all the paperwork, highlight deadlines, and help you fill out the paperwork. We will review all documents for accuracy, spelling, grammar, brevity, professionalism, and consistency to ensure your message is clear.

Compliance

We will walk you through all the rules and regulations surrounding your run for office. We will ensure that your campaign is fully compliant with all Elections Canada and or Elections Alberta rules. We will ensure you and your campaign are audit ready from day one. We will be available to answer any legal questions that may come up throughout the course of the campaign.

Initial Staffing

Your campaign will need a campaign manager and a financial agent, we can teach your volunteers about their new roles and provide support. We can arrange for your volunteers to receive comprehensive volunteer training.

CFO Training

We will conduct in-depth CFO training for your selected CFO to ensure that your campaign is fully compliant with government regulations. If you don't have a CFO, we will help you find one with the proper expertise and experience your campaign needs.

Start Up Fundraising

We will evaluate the needs of the campaign and work with you to meet those fundraising goals in a timely manner. We will help you activate your inner circle of supporters and maximise your fundraising potential.

Vendor Selection

We have carefully selected the best vendors in North America to ensure you have top quality products at affordable rates. From websites and databases to literature and lawn signs, we will ensure your campaign has access to all the resources it needs to succeed.

Polling Services

We can offer your campaign accurate, scientific, and relevant polling services. We can conduct phone, email, and focus group testing within your riding to gauge voter intentions, message retention, and constituent priorities. We will analyse the data and make strategic adjustments to the campaign if necessary.

Legal Services

We will make fixed cost legal services available for you and your campaign. We have experienced political and legal minds on our team standing by to help you with whatever your campaign needs. No matter what happens during the campaign, we will make sure you are covered.

Campaign Research

Demographic Research

We will conduct a comprehensive demographic analysis of your riding. Our unique demographic research methods allow us to customize your campaign plan to suite the unique breakdown of your riding. The demographics of your riding will inform policy positions, messaging, constituent engagement methods, GOTV strategies, election day strategies and more. We will ensure that your campaign resonates with the constituents in your riding.

Electoral History

We will conduct a comprehensive analysis of the electoral history of your riding. Our advanced multi-level historical analysis methods allow us to pinpoint concentrations of supporters within the riding. Our analysis is so advanced that it can accurately predict the outcome of most federal and provincial ridings in the country. This data tells us exactly how to approach the riding to ensure the best results for our candidate.

Poll Analysis

We will use advanced poll analysis methods to identify how many votes you can expect to receive from each poll in the riding. We will label each poll as safe, leaning, toss up, unlikely, and dead zone and create individualized campaign strategies for each poll category. A poll analysis will be conducted on the advanced polls and on the election day polls to get the most accurate results.

Poll Priority

Based on the poll analysis, we will create a poll priority. The poll priority will tell you the order in which you should engage (door knock, phone call, lit drop) each poll within the riding. It will allow you to best utilize your campaigns limited resources and ensure the best possible result on election day.

Vote Goal

We will create an accurate vote goal for your campaign for both advanced polls and election day. We will then work backwards from the vote goal and create a realistic timeline for exactly how we are going to meet the vote goal.

Mapping

We will create accurate maps for the riding that will track priority polls, constituent engagement progress, timelines and more. Maps are one of the most valuable tools for a campaign, it can change the way you perceive a riding and influence the campaign strategy.

Messaging

Good messaging is essential to any campaign. We understand that you have a clear vision for your campaign, and we are here to make sure that the voters understand your vision. We will ensure that all campaign messaging is clear, consistent, and convincing. We can help write everything from the candidate bio to your policy platform to your victory speech. Our team of experienced writers can carefully craft memorable messaging that will appeal to a wide range of supporters.

Candidate Bio

First impressions are important, and that is why a good candidate bio is so important to a campaign. We will ensure you make a good first impression! We will help you craft an effective and memorable candidate bio that outlines who you are, why you're running, what skills you bring to the table, what you want to do, why you want to do it, how it will benefit the voter, and how you understand and relate to the voter.

Policy Platform

A good policy platform is central to a successful campaign. We will work with you to make sure your platform is concise, memorable, and persuasive. We will employ time tested persuasion techniques and focus test platform points to ensure your platform resonates with constituents. We will help you explain the when, why, and how of your platform as well as the benefits to voters.

Website Content

We will make sure your website is always kept up to date with policy points, events, announcements, and more. We will ensure that your website is easy to find, easy to navigate, and full of important information for voters. We can create a website with everything you want including donation portals, volunteer sign ups, email sign ups, text signs ups, and more. We can also link your website to your NationBuilder account. We will ensure consistent messaging across your website and all platforms.

Literature

We can design a wide range of literature pieces featuring policy points, candidate information, and more. We use professional graphic design technology and affordable printing services to ensure your literature has maximum impact at minimum cost. We will work within your budget to plan the number of literature types we utilize during your campaign and create a distribution plan that works for you.

Promotional Material

We will help your campaign plan and create promotional materials such as lawn signs, large signs, SWAG, business cards, buttons, and more. We will make sure that your designs are consistent, memorable, and identifiable. We will use proven promotional practices to ensure maximum market penetration. We use professional graphic design technology and affordable vendors to ensure you get the content you want at a price you can afford.

Social Media Content

We can help your campaign create text, graphic, and video posts to engage with voters and deliver your message. We will ensure your message remains consistent throughout your various platforms and specially design content to appeal to your audience. We can help you manage your social media accounts and maximize their value to your campaign.

Email Content

We can provide email templates and an email strategy for your campaign to reach voters, gain volunteers, solicit donations, and increase your supporter base. We have an arsenal of email templates and will work with your campaign to create an effective email engagement strategy.

Fundraising

We have a variety of proven fundraising techniques we can use to maximize your donations. Our team of experts can specially craft effective fundraising emails for all phases of your campaign. We will create a fundraising timeline for your campaign and ensure all your milestone goals are met on schedule. We will use your messaging and your policy platform to engage with voters and earn their donations. We will curate a list of campaign donors and engage with them to maximize their donation potential. We will continually evaluate the performance of campaign fundraisers so we can constantly improve the fundraising practices for your campaign. Our fundraising services don't end after you've won your campaign! We offer year-round fundraising services to keep your association fully funded.

Interviews

We will train you to stay on message during interviews and debates. We will teach you how to always bring the conversation back to your message and ensure your message is delivered clearly, concisely, and memorably. We can provide debate prep, speech writing services, and professional writing to ensure your campaign and its media coverage stays on message.

Events

We can help you organize events to engage with voters, earn support, solicit donations, and gather volunteers. We can help you plan your volunteer appreciation event, meet and greet, victory party, and more. We will provide you with strategic event planning to ensure every moment of your campaign is spent effectively.

Campaign Plan

We can provide your campaign with a detailed, easy to understand, easy to implement campaign plan. We will support you and your campaign team every step of the way and ensure your team stays on track to victory. Our plans are well researched documents with realistic timelines, clear success metrics, and achievable goals. Your campaign plan will optimize you and your team's time, money, and resources. Our campaign plans will answer all your questions, account for every contingency, and can be customized to meet your individual needs.

Campaign Strategy

Our team features some of the most skilled campaign strategists in the country. Their decades of experience, unmatched analytical skills, and killer instincts mean you will receive a winning campaign strategy every time. Our strategies are clear and straight forward, we will outline your path to victory and guide you and your campaign every step along the way. Whether you are looking to win your election, beat your previous voter record, or simply spread your message in the riding, we will create a campaign strategy to help you achieve your goals.

Timelines

We will make sure your campaign stays on track by providing you with a customized campaign timeline. Our timelines take your campaign's limited resources into account by setting reasonable fundraising, voter identification, and constituent engagement goals. We understand how quickly things can change in a campaign and we will update your timelines to reflect the changing political atmosphere in your riding. We create unique timelines for the pre-writ, post-writ, GOTV, and election day phases of your campaign and make necessary adjustments to ensure your campaign goals are met.

Pre-Writ Strategy and Timeline

Our pre-writ strategy and timeline provide weekly goals that prioritize candidate introduction, voter identification, fundraising, and volunteer recruitment. A pre-writ strategy outlines the best way for you to connect with supporters, donors, and volunteers before the writ is dropped and they are overwhelmed with campaign messaging. We will help you make memorable, personal connections with your constituents that they will remember on election day.

Post-Writ Strategy and Timeline

Our post-writ strategy and timeline provide daily goals that prioritize voter identification, policy penetration, fundraising, and early voting. The post-writ strategy and timeline help you meet your voter identification goals leading up to the GOTV phase of the campaign. The strategy and timeline will employ all methods of constituent engagement including door knocking, phone banking and lit dropping, to ensure your goals are met.

GOTV Strategy and Timeline

Our GOTV strategy and timeline provide daily goals that prioritize advanced voting in the riding. Our GOTV strategy is focused on reaching your identified supporters and getting them to vote early. We will employ various constituent engagement methods including door knocking and phone banking to ensure timeline goals are met.

Election Day Strategy and Timeline

Our election day strategy and timeline will outline exactly where every member of the campaign team should be at every minute of the day. The election day timeline is planned by the minute to maximize GOTV efforts. Election day is all about getting your supporters to the voting booths and our strategy and timeline will ensure your campaign goals are met.

Campaign Goals

Campaigns need money, volunteers, and resources and we will work with you to make sure your campaign has what it needs to succeed. We understand donor behaviour, we understand volunteer behaviour, and we understand what a campaign needs to be successful. We will create a timeline with campaign finance milestones, volunteer recruitment milestones, and resource retention milestones and help your campaign achieve those goals.

Metrics

We are proud of our campaign plans and we want to make sure they are working for you. That's why we will set up a series of testing metrics to evaluate the performance of the campaign plan and adjust if necessary. If something isn't working for your campaign, we will change it. Our evaluations also show us strategies that have exceeded expectations so we can learn and improve the campaign.

Constituent Engagement

A well written constituent engagement program takes a great campaign plan and puts it into action. Our data driven program will ensure maximum engagement within the riding to increase your campaign's number of supporters, volunteers, and donors and help you win on election day.

Volunteer Training

We can provide you and your team with comprehensive training in campaign management, fundraising, constituent engagement, and more. Your team will learn advanced campaign techniques from veteran campaigners and industry experts, you will walk away with the skills you need to take your campaign to the next level.

Door Knocking Strategy

We can provide your campaign with comprehensive door knocking strategies to ensure you meet your supporter identification and vote goals. We will craft a unique door knocking strategy that will address the individual needs of your riding and include different plans for pre-writ, post-writ, GOTV, and election day. We will teach your team to pull maps and door knocking lists from your database and ensure your door knocking teams have a winning edge over the competition.

Phone Banking Strategy

We can provide your campaign with comprehensive phone banking strategies to ensure you meet your identification, fundraising, and vote goals. You can choose between paid calling services, automated volunteer services, or free call lists for your volunteers. No matter your budget or resources, we will ensure you have a plan that works for your campaign. We can even help your campaign with volunteer scripts to ensure your message is heard by your constituency. We will create individualized pre-writ, post-writ, GOTV, and election day strategies to ensure your campaign sees its best result.

Lit Dropping Strategy

We can provide your campaign with a winning lit drop plan. We will create individualized pre-writ, post-writ, GOTV, and election day plans to ensure your campaign sees its best result. We can help your team build a lit drop budget and timeline as well as pull maps, lists, and create lit drop bundles.

Sign Plan

We will work with your campaign by analyzing riding data and creating a strategic large sign map in the riding. We will ensure each of your signs receive maximum exposure and increase awareness for your campaign. We will also work with you to build an effective lawn sign assembly and delivery strategy to ensure your signs are up within 24 hours.

GOTV Strategy

Our team of experienced campaigners will create a winning GOTV strategy for you and your campaign. Our strategies are informed by decades of campaign experience and exhaustive research into your riding. We will create day-by-day timelines, best case to worst case contingency plans, financial and volunteer requirements, and more. We will utilize email campaigns, social media, door knocking, phone banking, lit dropping, news media, and more to ensure your GOTV goals are met.

Election Day Strategy

Our team of expert campaigners will create a winning election day strategy for you and your campaign. Our plan will include timelines and responsibilities for each member of your team planned down to the minute. We will help you coordinate all election day activities. Our election day strategy will be based on our team's decades of campaign experience as well as exhaustive research into your riding. We will utilize email campaigns, social media, door knocking, phone banking, lit dropping, news media, and more to ensure your campaign goals are met.

Campaign Clean Up

Your job doesn't end on election day and neither does ours. Win or lose there is a lot of work left to be done and we will be available to help you every step of the way.

Wrapping up the Campaign

We will create a campaign clean up strategy that includes collecting and storing/disposing of, all small and large campaign signs, closing out final invoices, selling or donating remaining campaign assets, and closing the campaign office. We will help you and your team plan the volunteer appreciation event, organize volunteers for campaign clean up, and provide next steps for volunteers who want to stay engaged.

Final Paperwork

We will help you and your campaign prepare and submit all the final paperwork including candidate documents, financial documents, and more. We will also help you send out thank-you cards to your volunteers, donors, and supporters.

Post Campaign Evaluation

At the end of your campaign, we will complete a comprehensive post-campaign evaluation to identify the good, the bad, and the ugly of your campaign. Should you be successful in your campaign, we will help you with the staff hiring process, help you navigate the paperwork, and help you understand your new role and next steps.

After the Election

After you've won your election, we offer year-round services to help you raise money, manage your data, maintain your social media accounts, increase supporter numbers, and maintain volunteer and donor interest.

Database Management

We can maintain your database year-round to ensure all the data you collected during your campaign continues to work for you. We can increase fundraising, volunteer engagement, and supporter numbers through carefully crafted database management and constituent engagement strategies. We can make sure that you are well equipped to serve your constituents and win your next election.

Fundraising

We will work with you and your new constituency association to ensure you and your team are raising money year-round. Our experienced team will employ top of the line virtual and in person fundraising techniques to ensure your riding is always fully funded. We will create files on all your donors and their interests to maximize fundraising efforts for your riding.

Constituent Engagement

We will work with your riding and neighbouring ridings to create a year-round constituent engagement program. This will keep you connected with your constituents and ensure your supporter identification numbers continue to increase. We will keep your donors and volunteers active with door knocking, phone banking, lit dropping, fundraising, and volunteer appreciation events. We will grow your supporter base and increase supporter loyalty to make sure you are always performing well in your riding.

Pricing

AC Campaign Solutions Ltd., offers consistent, competitive, and transparent pricing for all our services. Our campaign plans can be individually crafted to meet your campaign's unique needs and fit into your campaign's limited budget.