

DELLINGER'S CAMPAIGN QUICKSTART GUIDE – CONTENTS:

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DELLINGER'S CAMPAIGN QUICKSTART GUIDE

I. A GENERIC OUTLINE FOR GRASSROOTS VICTORY

Prepared by Dan Dellinger for www.PreserveLiberty.com

1.0 Consult Your Family & Close Friends - *Should I Run?*

1.01 Ask Him, What Does God Think?

1.02 Ask Them, Is This Right With Your Family?

1.03 Ask Them, Will Your Friends Help?

1.04 How Will This Affect Your Job or Business?

2.0 Assess Your Resources - *Can I Win?*

2.01 Time

2.011 How Much Time Can You Devote To The Campaign?

2.012 How Much Time Is Left Before Election?

2.02 Money

2.021 How Much Will It Cost To Win?

2.022 How Much Money Can I Realistically Raise?

A. How Much Personal Money Can You Afford To Spend?

B. How Much Money Can You Raise By Asking Other People?

C. How Much Money Can My Friends Raise From Events?

2.03 Volunteers

2.031 Who Can I Recruit To Help?

2.032 Can I Build A Winning Team With Whom I Think Will Help?

2.033 What Positive Endorsements Might I Be Able To Earn?

3.01 Develop A Plan - *How Do I Win?*

3.01 Draft A Realistic Campaign Budget (Spending Plan)

3.011 List How And Where Your Campaign Income Will Come From?

3.012 List How And Where Your Campaign Expenditures Will End Up?

3.02 Outline My Strategy To Win

3.021 Adopt Tactics Appropriate To Accomplish Your Objectives

3.022 Incorporate Your Objectives, Events & Activities Into An Understandable Election Cycle Timeline

3.023 List The Tasks That You Will Need People To Help You With (See Recommended Campaign Job Descriptions)

4.0 Execute Your Plan - *Get Out & Make It Happen!*

4.01 Recruit Key Task Chairs

(note - Some Jurisdictions Require A Treasurer If You Plan To Exceed A Legal Expenditure Threshold - i.e. \$1,000 in California)

4.02 Retain Necessary Professional Help

4.03 File Necessary Reports And Paperwork (Deadlines Are Absolute)

4.04 Achieve Your Objectives

4.041 Fundraising

A. Personal Solicitations (*You Ask People For Money!*)

B. Finance Committee (*Your Friends Ask People For Money!*)

C. Special Events (*An Excuse To Ask People For Money!*)

4.042 Voter Contact (The Selling Of You & Your Ideas To The Public)

A. Precinct Walking (Volunteer Door To Door Selling)

B. Telephone Campaigning (Volunteer Telemarketing)

C. Voter Outreach Programs (Coffees, Town Meetings Etc.)

D. Direct Mail

A. Absentee Ballot Program

B. Pre-Election Voter Persuasion Mailers

E. Campaign Signs (Outdoor Advertising)

4.043 Earned Media (Free Publicity)

A. Special Events

- B. Special Activities
- C. Planned Or Managed Controversy
- D. Damage Control
- E. Selling Yourself To The Media
- F. News Releases
- G. E-mail Blasts

Elections are like gunfights - there are no second place winners!

Please don't run if you are not serious about winning. Too many good people treat running for office like a high school popularity contest and then wonder why they were embarrassed on Election Day. Objectively consider what it takes to win election to the office you seek, and then only, run if you can develop, organize, and execute a realistic campaign plan based upon this Quickstart Guide. May God inspire and bless your efforts!

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CAMPAIGNING FOR LOCAL OFFICE

II. GENERIC GRASSROOTS CAMPAIGN JOB DESCRIPTIONS

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CAMPAIGN DIRECTOR (if Paid) or **CAMPAIGN CHAIRMAN** (if Volunteer) - the function of the Campaign Director (or Campaign Chairman) is to remove much of the burden from the Candidate by managing the day-to-day affairs of the campaign. The Campaign Director is responsible for implementing the campaign plan; by working with the Consultant (if retained) and Steering Committee, to overcome problems, keep the Candidate motivated and properly focused, and make sure all campaign related activities are smoothly planned and executed. In addition, the Campaign Director should screen all contact with the news media and confer with the candidate and (if necessary) the Consultant or relevant issue expert(s). The Campaign Director must be a good leader who is able to motivate and work well with other people, pass along objective assessments of situations to the Candidate and Consultant, and make sure the Candidate follows the professional advice of the Consultant.

STEERING COMMITTEE - the function of the Campaign Steering Committee is to help the Campaign Director plan and organize campaign related events such as fundraisers,

coffees, precinct walks, phone banks and town meetings. Members of this committee will be expected to help recruit necessary volunteers and ensure that all necessary logistical requirements are met.

FINANCE COMMITTEE - the function of the Campaign Finance Committee is to help the Candidate, Campaign Director, and the Fundraiser (if retained) to raise enough money to win the election. Members of this committee will be expected to help the Candidate contact potential donors and secure contributions for the campaign. In addition, Finance Committee members should be expected to personally contribute a minimum of at least \$500.00 but preferably \$1,000.00.

CANDIDATE - the function of the Candidate is to successfully communicate his or her problem solving solutions to the selected universe of voters and win the election. To achieve this goal, the Candidate has only two tasks to perform for the campaign.

1. Task Number One - *raise money*
2. Task Number Two - *attend election related events and activities which will*
 - A. *raise money*
 - B. *produce volunteers*
 - C. *generate votes*

Anything else is the responsibility of other Members of the Campaign Organization!!!

CAMPAIGN TREASURER - the function of the Campaign Treasurer is to help manage the campaign's finances and ensure that all Federal, State, and local governmental disclosure reports are accurately reported in a timely manner. Working with the Campaign Director, the Campaign Treasurer is responsible for making timely deposits and disbursements of campaign funds. The Campaign Treasurer must be knowledgeable about current election law and be accessible to the campaign at all times.

VOLUNTEER COORDINATOR - the function of the Volunteer Coordinator is to channel volunteers into campaign events and activities. The Volunteer Coordinator reports to the Campaign Director, maintains the campaign volunteer file, and works closely with all campaign activity organizers to ensure that enough volunteers show up to help when needed.

CAMPAIGN SCHEDULER - the function of the Campaign Scheduler is to plan and maintain a daily schedule of election related activities and events. The Campaign Scheduler scours newspapers and periodicals looking for opportunities where the Candidate can participate or attend. The Campaign Scheduler reports to the Campaign Director and works with him to plan the campaign schedule. It is the responsibility of the Campaign Scheduler to obtain accurate information, RSVP, and provide concise directions to the Candidate or his representative attending election related events.

PHONE CONTACT COORDINATOR - the function of the Phone Contact coordinator is to make sure all targeted voters are contacted by telephone. The Phone Contact Coordinator reports to the Campaign Director, and works closely with the Volunteer Coordinator to make sure enough volunteers arrive at the phone banks each session to fulfill the quota of calls. The Phone Contact Coordinator is responsible for providing volunteers with targeted telephone lists and scripts, lining up and scheduling phone sites, in addition to recording the results of voter ID calls. The Phone Contact Coordinator is also responsible for recruiting and following-up with any volunteers that prefer to phone voters from home.

PRECINCT WALK COORDINATOR - the function of the Precinct Walk Coordinator is to make sure that selected households in targeted neighborhoods receive one or more visits from the campaign. The Precinct Walk Coordinator reports to the Campaign Director and works closely with the Volunteer Coordinator to recruit enough walkers to canvas the targeted neighborhoods. The Precinct Walk Coordinator is responsible for assembling walk kits, recruiting walkers, providing refreshments, and recording the data returned from the walk.

ACTIVITY COORDINATOR - the function of the Activity Coordinator is to provide the logistical support required for all campaign events and activities. The Activity Coordinator reports to the Campaign Director and works closely with all of the Campaign's event organizers to help meet their logistical needs. In addition, the Activity Coordinator is responsible for coordinating miscellaneous activities such as driving the Candidate in parades.

THANK-YOU SECRETARY - the function of the Thank-You Secretary is to ensure the polite and timely acknowledgment of financial and volunteer assistance to the campaign. The Thank-You Secretary reports to the Campaign Director and the Candidate, preparing appropriate "Thank You" letters to the proper donors and volunteers for the Candidate to sign and post. The Thank-You Secretary is responsible for devising and maintaining an accurate records system for these letters.

OUTDOOR ADVERTISING CHAIRMAN - the function of the Outdoor Advertising Chairman is to ensure the timely erection and prompt maintenance of all campaign signs and billboards. Often known as the Sign Chairman, the OA Chairman is responsible for overseeing the scouting and securing of high visibility posting locations, as well as, recruiting crews to erect, maintain, and remove those campaign signs following the election. The OA Chairman reports to the Campaign Director and is also responsible for developing an adequate logistical system to meet the needs of this important job.

CHURCH OUTREACH COORDINATOR – the function of the Church Outreach Coordinator is to inform voters of faith about the Candidate by organizing visits by the Candidate to as many churches as possible. The Church Outreach Coordinator reports to the

Campaign Director and works with the Campaign Scheduler to contact Pastors and Church Elders to ensure that as many voters of faith as possible meet the Candidate in a wholesome church setting.

DATA COORDINATOR – the function of the Data Coordinator is ensure the accurate building and maintenance of any databases, records, lists, and e-mail address books needed for the campaign. The Data Coordinator reports to the Campaign Director and is responsible for all data management needs of the Campaign.

TOWN HALL/COFFEE PROGRAM CHAIRMAN (Optional Program) - the function of the Coffee Program Chairman is to implement the Coffee or Town Hall Meeting Plan. The Coffee Program Chairman reports to the Campaign Director and is responsible for coordinating all related logistical needs including: securing hosts and locations; and organizing all related mailings.

CAMPAIGN CONSULTANT (Optional Resource) – the function of the Campaign Consultant is to develop a winning Campaign Plan based upon a realistic assessment of available resources - *time, money, and volunteers*. Campaign Consultants are specialized advertising agencies that market candidates to voters and are experts at developing: persuasive voter contact advertising and direct mail; winning campaign messages; effective media management strategies; and troubleshooting all aspects of a political campaign.

SOCIAL MEDIA & TRUTH SQUAD COORDINATOR - the function of the Social Media & Truth Squad Coordinator is to develop and maintain social media accounts (pages) that chronicle the candidate's activities, along with, coordinating a small cadre of Truth Squad volunteers to post positive commentary and counter false information posted about the candidate. The Social Media Coordinator reports to the Campaign Chairman and Consultant and works with all other Coordinators and Chairs to continually update social media pages and coordinate transmission of approved messages and counter false information on social media platforms.

WEBSITE POSTER - the function of the Website Poster or Webmaster is to help develop and maintain an easy to navigate website that presents the Candidate's positions on "hot button" issues and campaign related events and activities. The Website Poster reports to the Campaign Chairman and Consultant and works with all other Coordinators and Chairs to continually update the Website. The Website should be easy to navigate and thought of as the Campaign's "electronic magazine".

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CAMPAIGNING FOR LOCAL OFFICE

III. BASIC TIPS FOR ORGANIZING FUNDRAISING EVENTS

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The committee planning the event should organize five basic task sub-committees:

- 1.0 Promotion 3-6 members
- 2.0 Food (or Hors D'oeuvres)
 - 2.1 Main Dish, Meat, or BBQ 4-8 members
 - 2.2 Side Dish & Dessert 6-12 members
- 3.0 Beverages 4-8 members
- 4.0 Logistics 6-12 members
- 5.0 Drawing Prize & Auction Items 4-12 members

The basic steps for the event planning committee to follow are straightforward:

Step 1 Decide on the type & theme of event. Afternoon barbeques are popular for weekends, ice cream socials are popular for Sunday afternoons, and receptions are popular for weeknights.

Step 2 Secure the venue (location site, home, or facility) for the event and set the date on the campaign calendar, hopefully avoiding conflicts with major community events or activities.

Step 3 Develop a target list of perspective donors for the event.

Step 4 Develop promotional materials such as invitation flyers to send to prospective donors on the target list.

Step 5 Plan how food will be obtained, prepared, and served (including Shopping, Plates, Utensils, BBQ Grills, Ovens etc.).

Step 6 Plan how Beverages will be obtained, prepared and served (including Shopping, Glasses, Cups, Ice etc.).

Step 7 Plan how to meet logistical needs (i.e. Tables, Chairs, Set-up, PA System, Decorating, Clean-up, etc.).

Step 8 Obtain drawing prizes and auction items (i.e. Gift Baskets, Vacation Trips etc.).

Step 9 Organize a walk-through at the event venue with committee members and make final preparations and adjustments to planning.

Step 10 Host event.

Step 11 Hold a debriefing session after the event to discuss what was done well and what needs improvement for the next event.

The event planning committee subcommittee jobs are fairly simple:

- 1.0 The Promotion Subcommittee is responsible for developing and distributing invitation flyers and disseminating them through target prospect lists usually using e-mail, social media, and personal delivery. For best results, the sub-committee should send the invitation to the prospects on the target list at least four times and follow-up with telephone calls.
- 2.0 The Food Subcommittee is responsible for obtaining (shopping), preparing, and serving the food and necessary ingredients, condiments, and supplies (plates, plastic silverware, BBQ equipment, etc.). Typically, the Main Dish Meat crew sets up barbecue equipment and cooks the meat onsite and serves it “buffet style” on a table alongside the side dishes and desserts. Side dishes, salads, and desserts can be prepared at the homes of subcommittee members and transported to the event “pot luck style”. Hors D’oeuvres can be served for weekday evening receptions to reduce expenses.
- 3.0 The Beverage Subcommittee is responsible for obtaining and serving refreshing drinks and water (including ice, cups, tubs, ice chest etc.) at the fund raiser. This can range from a hosted bar to setting out self-serve wash tubs or ice chest filled with drinks for guests. Selling drink tickets for acholic beverages can be a source of additional donations, however, in some jurisdictions like California it involves obtaining a permission letter from the local Sheriff’s office and purchasing a one day sale license from the State Acholic Beverage Control office in Sacramento and creates additional record keeping for the campaign treasurer’s campaign disclosure reports to the Fair Political Practices Commission. An easier and more popular method is to simply add an additional ten or fifteen dollars to the event donation (admission) amount and simply provide beer, wine, soft drinks and water for no additional fee. Inviting wineries and craft breweries to have tasting tables at the event is another good way to add class and perceived value to the event while taking care of providing alcoholic beverages without additional cost or FPPC record keeping.
- 4.0 The Logistical Subcommittee is responsible for working with the Event Committee as a whole, helping solve problems such as getting equipment like barbecues, PA systems, flags, tables, chairs to the event and returning them afterwards. This subcommittee is also responsible for helping set-up, decorate, take down and clean-up of the event.
- 5.0 The Drawing Prize & Auction Subcommittee is responsible for obtaining smaller value donated items such as gift baskets for the opportunity drawing, and larger value items for live and silent auctions. Additionally, this subcommittee will need to make signs and information sheets on the auction items, and bring tickets and containers for guests to deposit their tickets alongside the corresponding opportunity drawing prizes for selection during the drawing. Subcommittee members will also need a few energetic people to walk around the event selling drawing tickets and to recruit a local celebrity or an elected official to serve as an auctioneer if you hold a live auction.

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