

The National Council on Independent Living presents –

Elevate Campaign Training Campaign Operations

June 10, 2019

3:00 – 4:30 p.m. EDT

Presented by: Stefan Walker



Agenda

What do you need to run your campaign?
Who do you need (as staff and volunteers)?

- What it takes to “make the trains run on time”
- Let’s talk fundraising: Where the money comes from to run the operations.



What it Takes to Make the Trains Run on Time

- **The team matters**

- The team:
 - Campaign Manager/Deputy Campaign Manager
 - Field Director
 - Finance Director
 - Volunteer Coordinator (second most important job)
 - Treasurer



Additional Roles

There are many roles that your campaign may need to fill, but it will depend on your budget and the size of your campaign.

Some of the following roles may not be needed, or you may fill them with volunteers.

Additional Campaign Roles:

Communications Director/Press Secretary

Political Director

Scheduler

Technology Manager

Office Manager

Legal Advisor



The Campaign Manager

- The Campaign Manager has to be the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Chief Technology Officer, and Chief Information Officer of the campaign. The Campaign Manager has to be the person who knows every aspect of the campaign.
- The Campaign Manager is responsible for the day-to-day operations of the campaign. They have to have a solid handle on fundraising, field, digital, media, mail and, most of all, keeping the candidate focused and on track.



Campaign Manager (Continued)

The **Campaign Manager** oversees all aspects of the campaign including:

- Day-to-day operations

- Hiring and management of staff

- Coordination and implementation of the fundraising operations and ongoing coordination with the candidate

- Creating and managing the campaign budget

Qualities: Excellent organizational skills, level-headed, good interpersonal skills, not afraid of raising money.

Source: [re:power](#)



Field Director

The **Field Director** is in charge of making sure the campaign gets its message out through direct voter contact.

Responsibilities:

- Develop a comprehensive plan that includes door knocking and phoning in order to identify voters and persuade them about the candidate.

- May coordinate voter registration efforts.

- May coordinate Get-Out-The-Vote (GOTV) effort

Qualities: organized, energetic, capable of motivating and managing staff and volunteers and able to manage large quantities of data.

Source: [re:power](#)



Let Field Be Your Guide

A solid, well thought out **field program** is the key to winning any election.

- First **figure out your win number**. Research the last three to four elections to see what the voter turnout has been. Add 5%, to that number and that is the number you should push toward.
- Once you have figured out your win number, the best way to cover your district is to break it up into quarters. You want to fully work one quarter before moving to the next.
- **Your goal is to hit each quarter of the district three times prior to Election Day.**



Don't Forget Digital

In 2014, digital ad spending was 1% of all political ad spending.

Now it's 22% or \$1.9 Billion per year.

When you think of digital make sure to include:

- Google Ads
- IP Targeting
- Email Blast

Digital can get you in front of voters, that other forms of voter contact cannot. Put serious money into Digital.



Finance Director

The **Finance Director** is responsible for raising the money that will allow the campaign to accomplish its goals.

The **Finance Director** works closely with the candidate, campaign manager, and a finance committee to meet the financial goals of the campaign.

Responsibilities:

- Keep candidate on track with fundraising
- Prepare for and staff call time
- Oversee fundraising events

Qualities: Organized, outgoing, and willing to push the candidate and campaign toward meeting the fundraising goals.

Source: [re:power](#)



Volunteer Coordinator

The **Volunteer Coordinator** works closely with the Field Director to identify, recruit, and manage volunteers to help with various campaign activities.

Responsibilities:

- Coordinating the work of the volunteers
- Utilizing their skills and talents well
- Providing motivation

Qualities: strong interpersonal skills, patience, persistence, enthusiasm, good communication, and the ability to work with all kinds of people.

Source: [re:power](#)



Campaign Treasurer

The Campaign Treasurer oversees the financial and accounting aspects of the campaign.

Responsibilities:

- Monitor contributions

- Maintain financial records

- Responsible for compliance with election board

- On smaller campaigns, may approve expenditures and assist with preparation and monitoring of budget.

Often the only other individual (aside from candidate) whose name is filed with an election authority.

Qualities: significant experience in accounting & finance

Source: [re:power](#)



Communications Director/Press Secretary

The Communications Director is in charge of all of the campaign's interactions with the media.

Responsibilities:

- Build relationships with the press

- Communicate with the media as the key spokesperson

- Set up interviews and identify media opportunities

- Help write and develop literature, draft speeches, and create copy for the website.

Qualities: Prior experience and contacts with the media, be a good writer and communicator, proactive thinker and strategist.

Source: [re:power](#)



Other Campaign Roles

Political Director: Works with specific constituency groups to organize their involvement with the campaign

Help develop a voter contact plan with field director for certain communities

Qualities: experience working with diverse constituencies, commitment to expanding the base, good communication skills

Scheduler: Accept and act on invitations, seek out political events, and put together candidate's schedule

Briefs candidates on event & gives proper information

Ensures that call time/voter contact is top priority

Qualities: assertive, meticulous, pleasant on the phone, ability to say no

Source: [re:power](#)



Other Campaign Roles

Technology Manager: Coordinates and manages all aspects of the campaign with regard to technology.

Qualities: Needs to have broad knowledge of technology, computers, and software and be able to work in a rapid-paced environment.

Office Manager: Responsible for maintaining campaign headquarters and coordinating the administrative aspects of the campaign.

May need to manage staff, infrastructure, and supplies.

Qualities: overview of entire campaign and problem-solving skills.

Legal Advisor: access to someone who is well-versed in election law and campaign finance.

Source: [re:power](#)



Contact Information

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Questions & Answers

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