

# EDF ACTION CAMPAIGN ACADEMY

EDF  ACTION  
Advocacy Partner of Environmental Defense Fund

CAMPAIGN ACADEMY

## GOALS FOR THIS MODULE

Help you understand how to create a strategic framework for your campaign, working backwards from Election Day to achieve your goals



# STRATEGIC FRAMEWORK

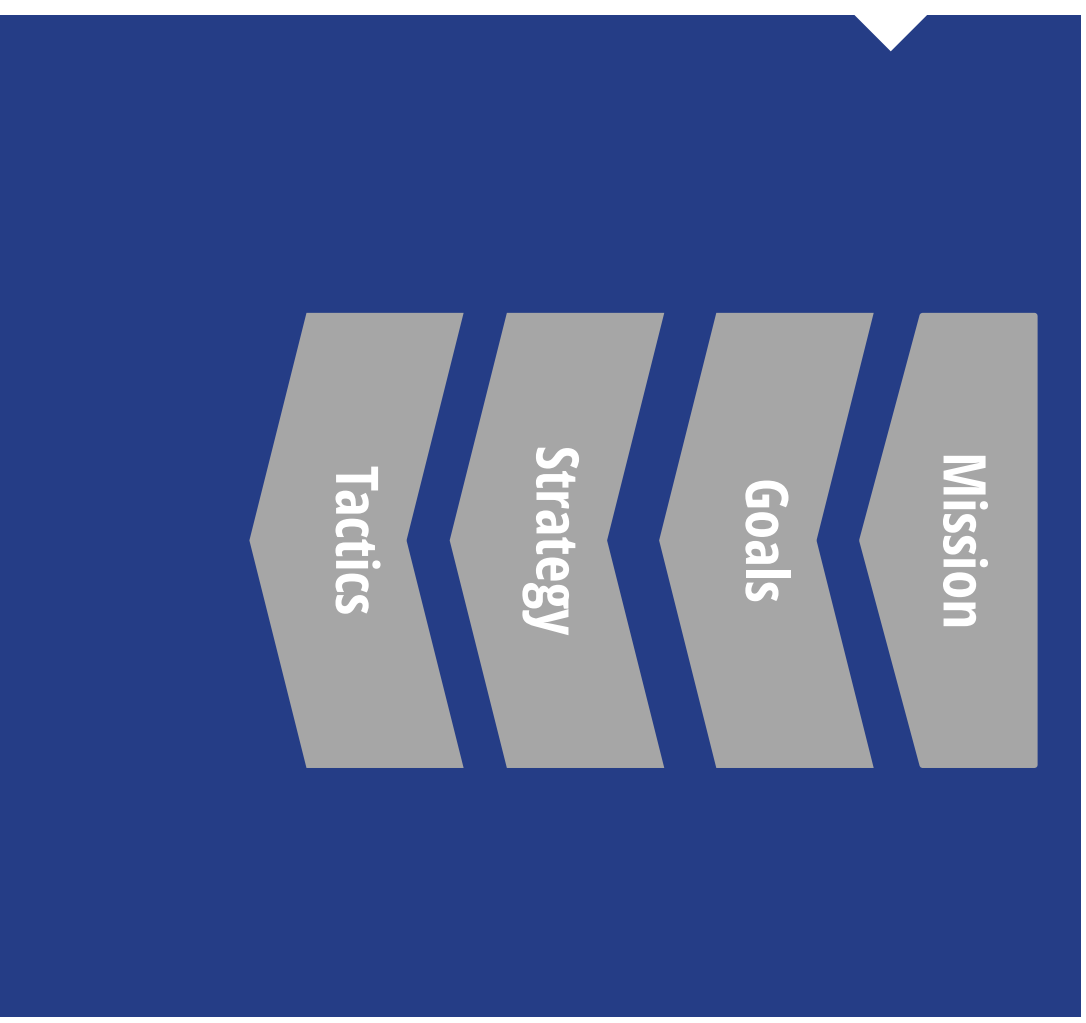
Mission, Goals, Strategy, Tactics

## STRATEGIC FRAMEWORK

Clearly articulating a strategic plan can be helpful in managing your campaign

Plans should have a mission, goals, strategy, and tactics

Campaigns move quickly and change fast. In order to be useful, plans should be living documents



# DEFINING MISSION, GOALS, STRATEGY, TACTICS



What is the end result? What will we accomplish if our campaign is successful?

How will we measure success or failure? How will we know when this mission is achieved?

How will we employ our resources to achieve our goal?

What specific actions will we take to execute our strategy?

## **DEFINING**

# **MISSION, GOALS, STRATEGY, TACTICS**



**What you hope to achieve**

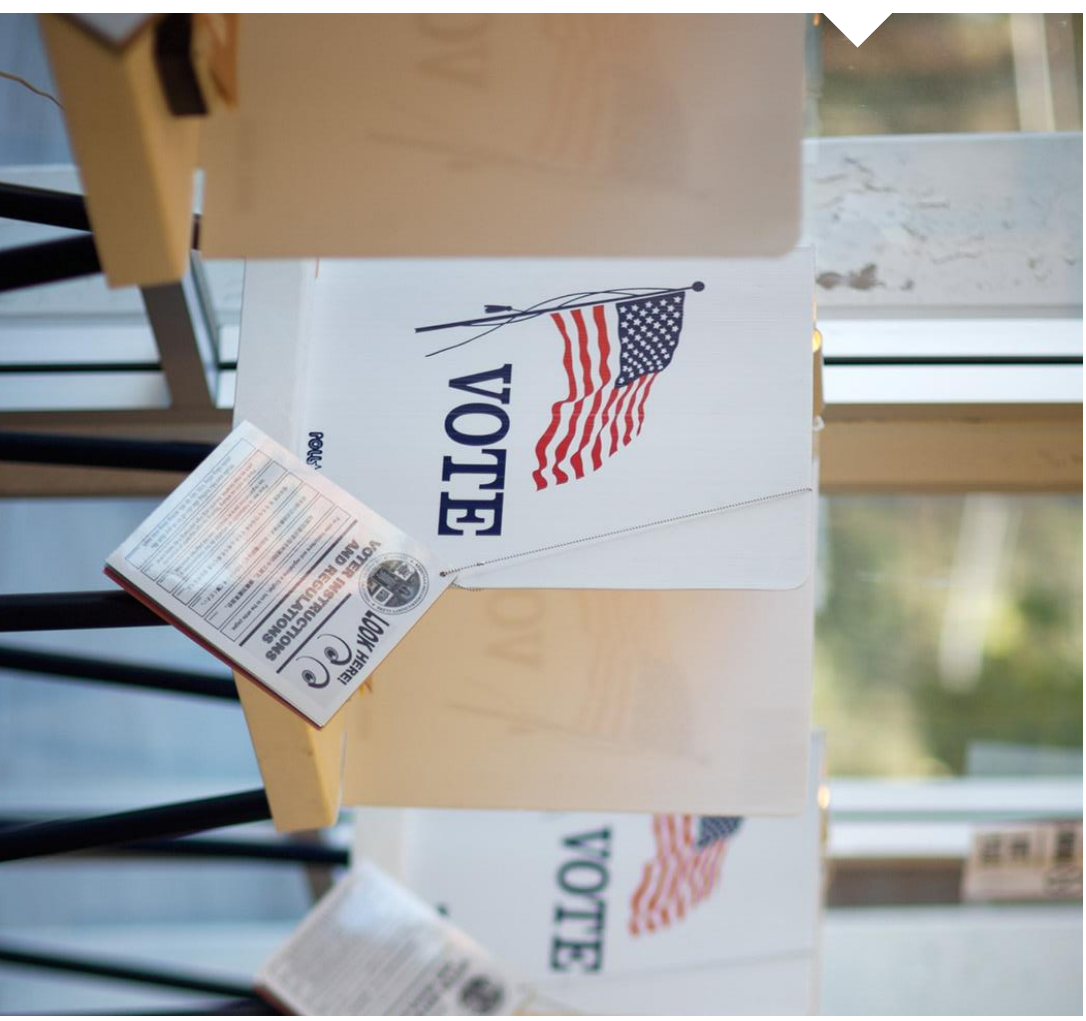


**How you will achieve it**

## MISSION

The mission of any campaign is to win the election

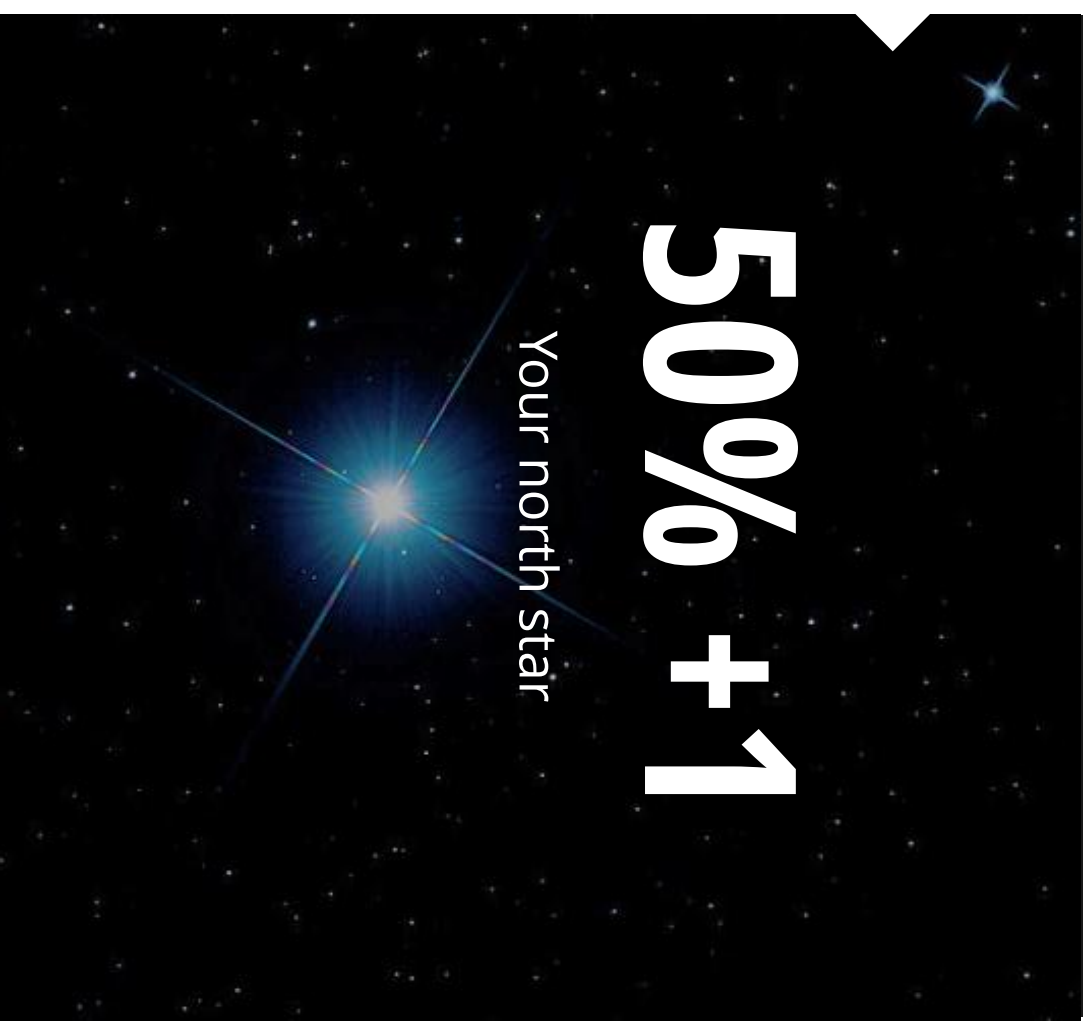
The issues or values you're fighting for as part of your campaign will determine why winning is so important



## GOALS

Your objective is to win 50% + 1 of the vote (or a plurality if there are more than 2 candidates)

This goal should be your north star. Ask yourself if every campaign activity is contributing to reaching this goal





## CALCULATING YOUR VOTE GOAL

Estimate the number of votes that will be cast in the election

Multiply by 51% - or by a slightly higher number if you want to give yourself a cushion

That number is your vote goal, or win number

### Estimating expected votes cast:

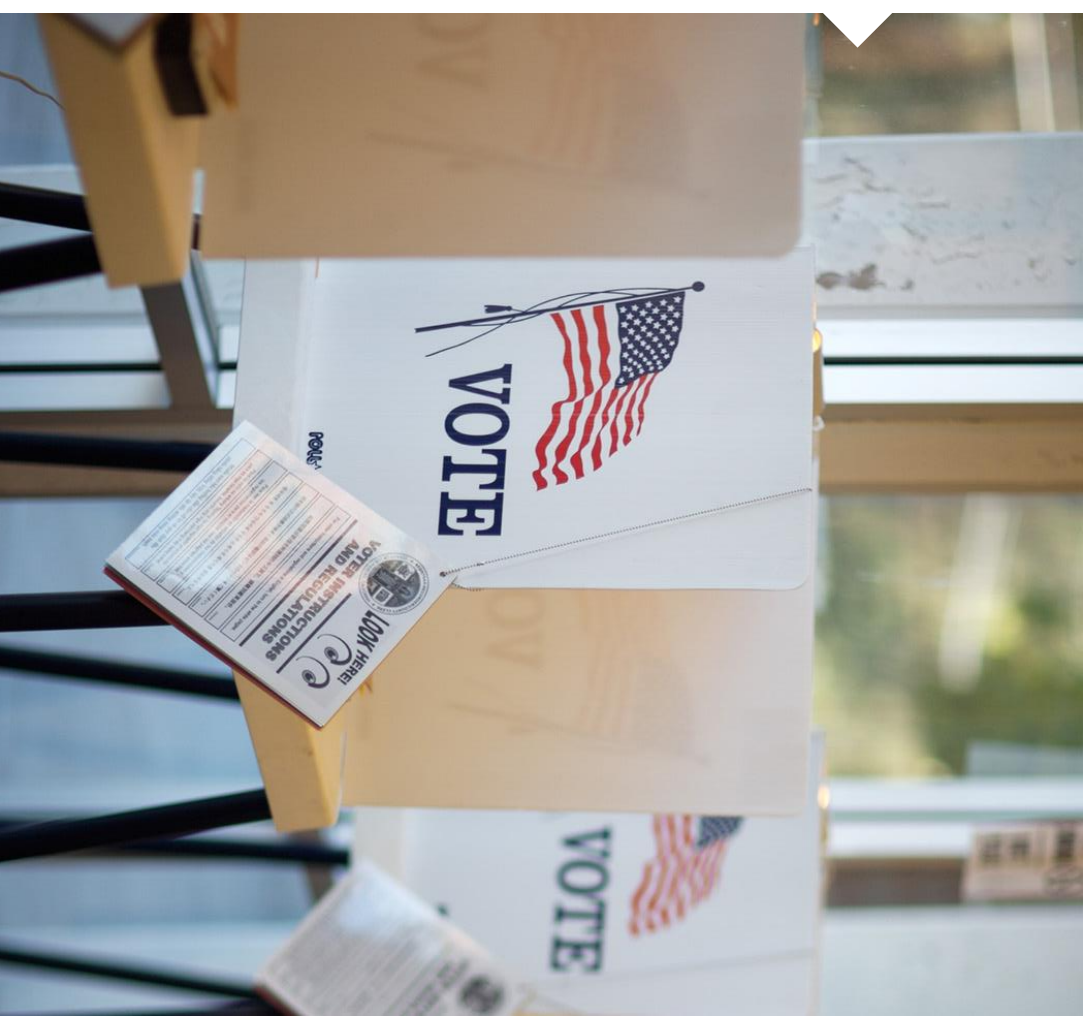
- Use past election results for similar races to guide your estimate of expected votes
- Turnout is usually higher in Presidential cycles and in close, contested races
- You can adjust up or down based on enthusiasm

## STRATEGY

Your strategy is the plan for how you will use your resources to achieve your goal

Resources aren't just campaign donations. They include:

- Time
- List of Supporters
- Personal Story
- Public Reputation
- Accomplishments



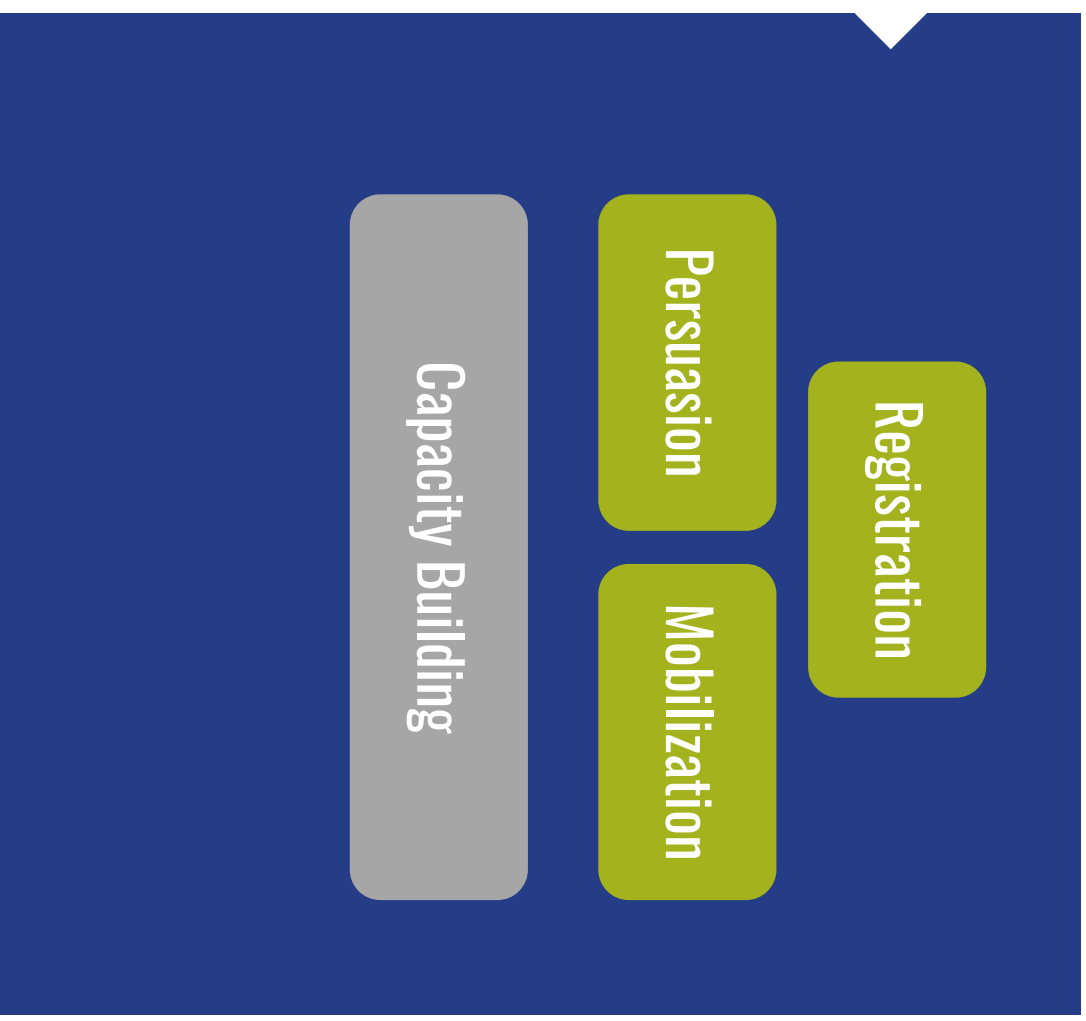
**STRATEGY IS TAKING WHAT YOU HAVE,  
TURNING IT INTO WHAT YOU NEED,  
IN ORDER TO GET WHAT YOU WANT**

## HOW TO WIN VOTES

There are three ways to win votes on a campaign - registration, persuasion, and mobilization

The right strategic mix of the three programs should be based on the specifics of your district and your candidacy

You'll also need to build capacity to execute these programs

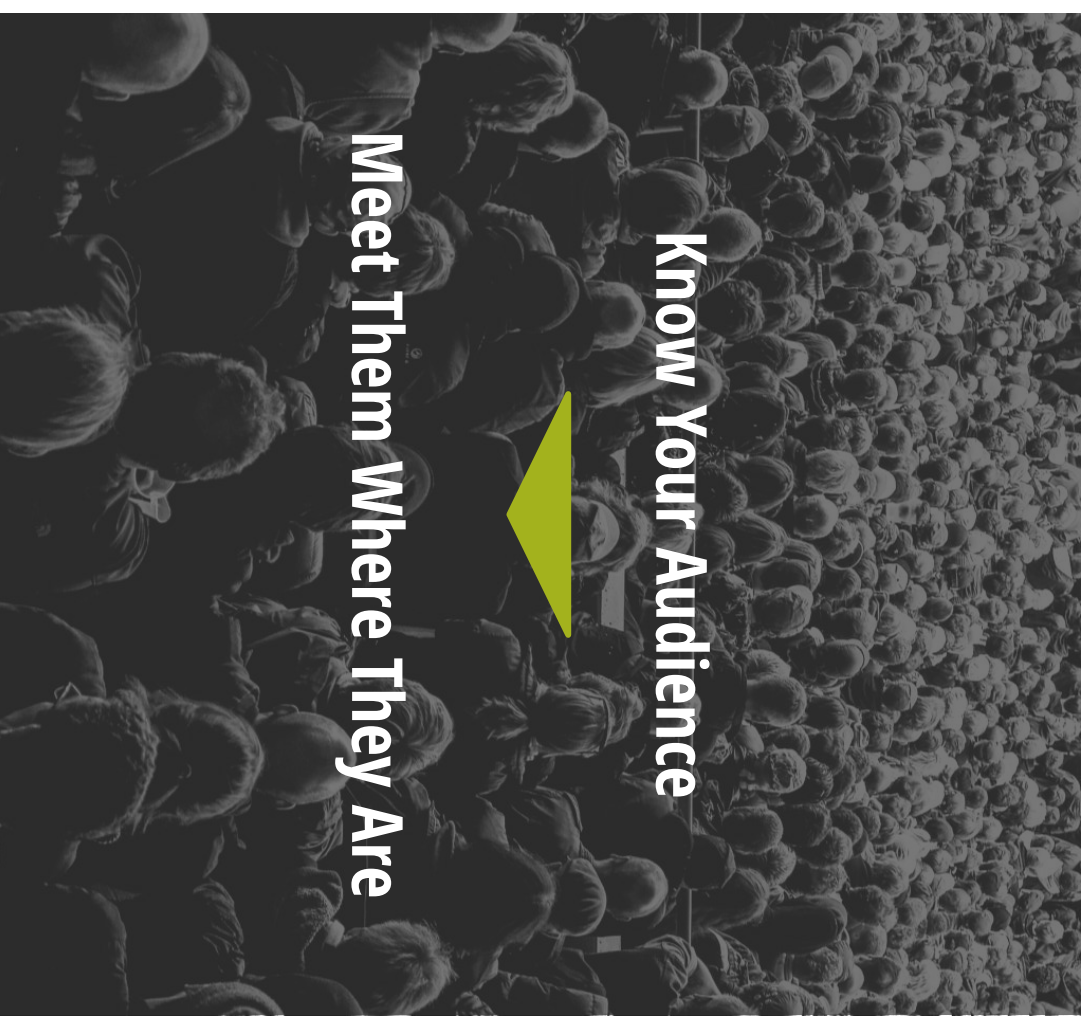


## THE KEY TO WINNING VOTES

The key to winning votes in understanding your audience

Develop a consistent core narrative that connects who you are and what you stand for with the target audiences in your district need

Day-to-day, your campaign is about meeting voters where they are to share that message



## TACTICS

Tactics are specific actions you take to execute your strategy

- Field – 1:1s, doors, calls, SMS, lit, LTES
- Digital – email, website, social, video
- Political – surrogates, local orgs.
- Earned Media – press conferences, message events, roundtables, rallies
- Paid Media – digital, TV, radio, mail
- Fundraising – small \$, large donor

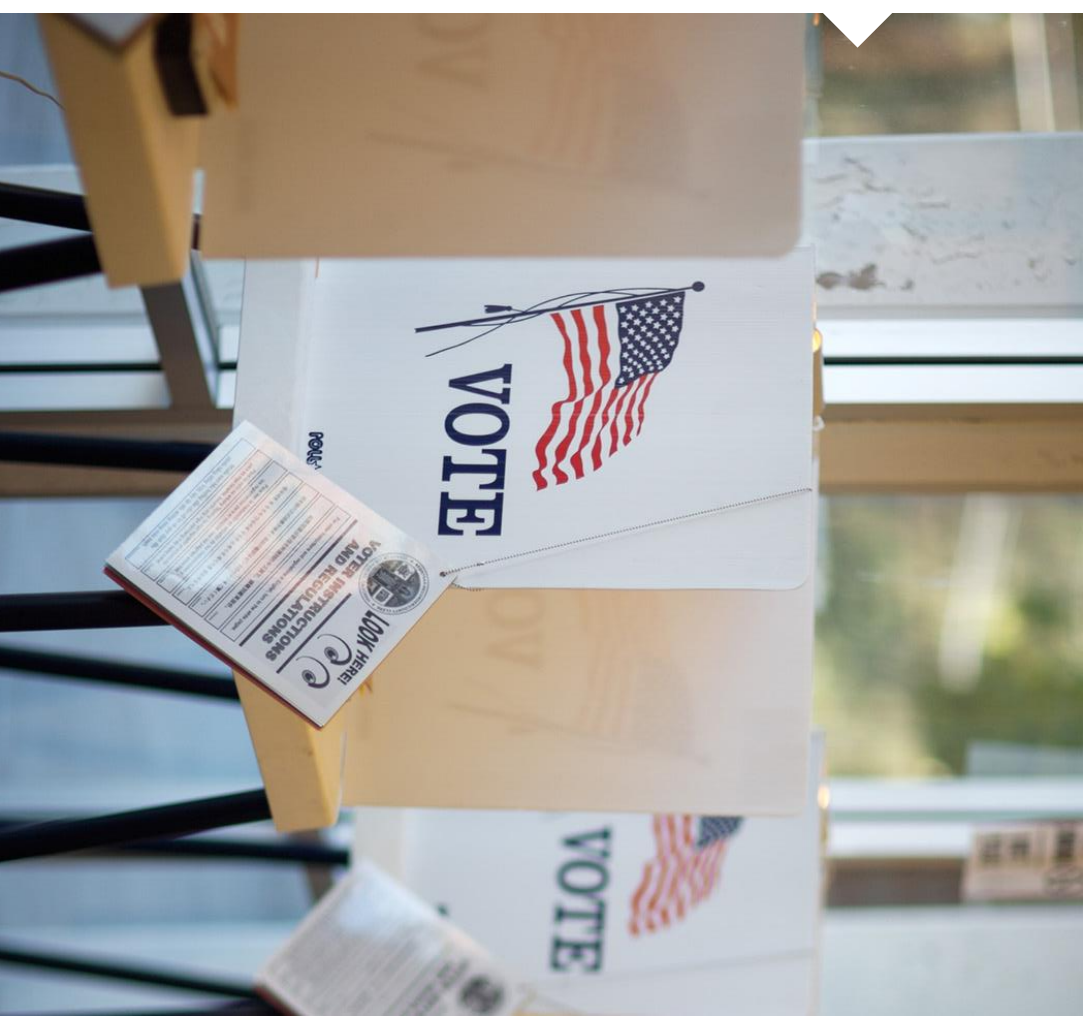


## BENCHMARK GOALS

You should set benchmark goals for every key tactic

Tracking progress towards these key results tells you if you're on track to achieve your larger goal

The benchmark goals you care about most will change as you move through campaign phases



## CROSS-DEPARTMENT INTEGRATION MATTERS

It is critical that everyone is telling the same story across your campaign

A strategic vision for executing your campaign can only be implemented by a well-structured, fully integrated organization





# 2018 NOVEMBER

## TIMELINE

The best way to keep everyone on the same page is by having a shared campaign timeline – for the primary and the general

Campaigns evolve in phases, with different priorities taking center stage for each phase

Voters pay closer attention as you get closer to key deadlines

2018 NOVEMBER				
MON	TUE	WED	THU	FRI
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

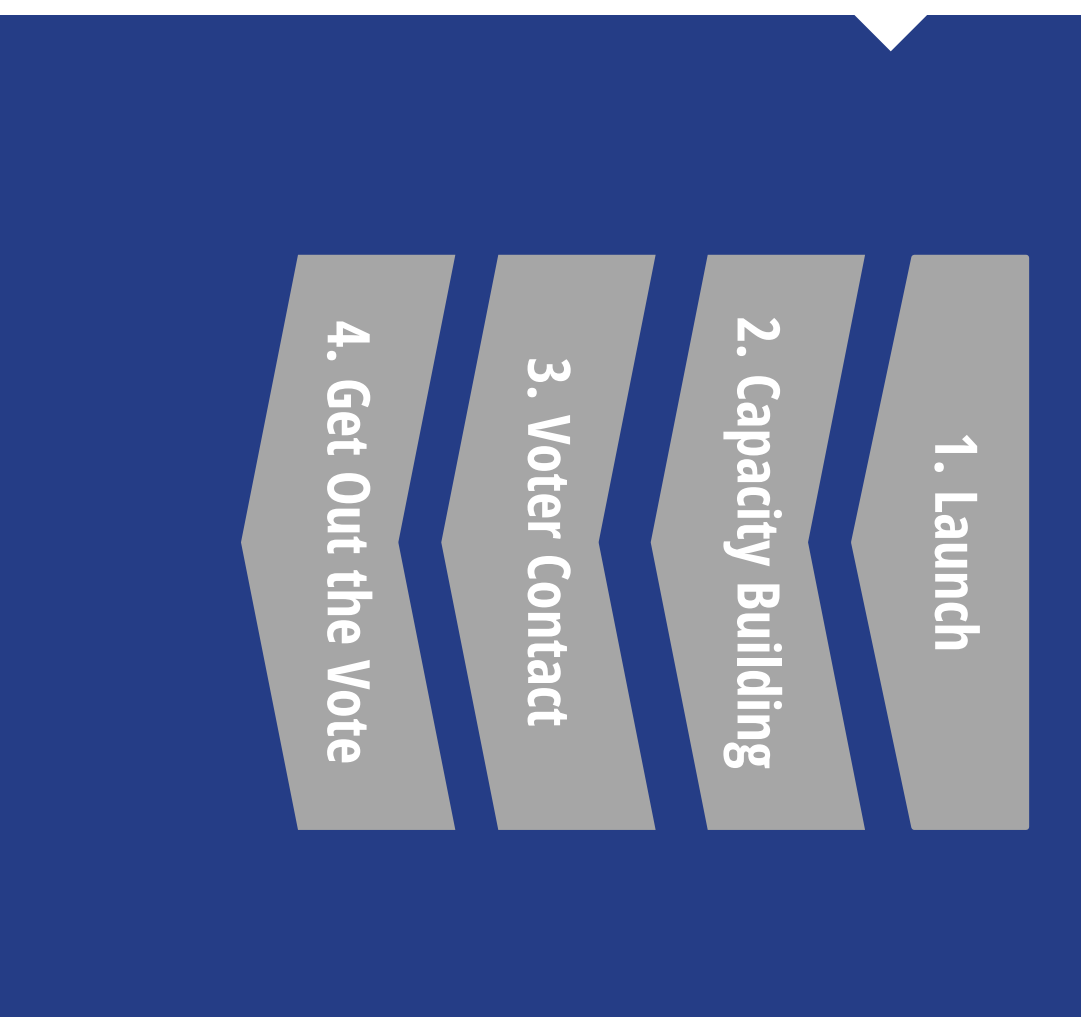
## **BUILDING YOUR TIMELINE**

Time is your most precious resource. Start with Election Day and work backwards from there.

List key dates and deadlines

- Registration, Early Vote, VBM
- Debates, Events
- Holidays

Develop phases based on your strategic priorities – and you can create key dates of your own (Days of Action! Issue Weeks!)



**EXPLORE THE WEBSITE FOR MORE  
TOOLS AND RESOURCES**

**THANK YOU**