

Campaign Timeline

Launch

Your campaign's launch is an important way to establish yourself as a viable candidate, especially if this is your first time running.

You should be focused primarily on introducing yourself to voters and making a good first impression.

Capacity Building

During this phase you should define the priorities of your campaign: expanding the electorate, persuasion, turnout, etc. You should then recruit the donors and hire the staff you need to successfully run that type of campaign.

It's important to build a team, including volunteer capacity, in the months leading up to election day that will be able to organize and leverage people when the public is ready to engage.

Voter Contact

During voter contact your campaign will use the volunteer base you identified in the capacity building phase to multiply your phone and canvassing programs.

Your team should use all of the tactics at its disposal (earned media, paid media, field, digital) to identify your supporters and have conversations with undecided voters.

Get Out the Vote

Campaigns are an exercise in list building. GOTV is the critical period when you turn out your list to vote. During GOTV, your campaign is not trying to persuade undecided voters.

Instead, you should be targeting people who support you, but may not plan on voting. GOTV is traditionally in the last few weeks of the election, depending on your state's voting laws.