

## CAMPAIGN ACADEMY

## RAPID RESPONSE GUIDE

In this module you heard Hari tell you that a rapid response organization is neither rapid or responsive. Effective rapid response teams anticipate attacks and are ready to push out refined messages. This chart outlines the process for implementing an effective rapid response organization:



- Use communications, policy, and research teams to identify potential lines of attack
- Develop a list of surrogate voices to push back on anticipated attacks

Previously identified decision maker (<u>Comms</u>
 Director or Press Secretary) chooses whether or not to respond with support from the research and political teams



- Push previously crafted tweets and posts on all digital channels
- Send talking points to political allies and surrogates



Before the Attack  What are some potential lines of attack that opponents could introduce during the campaign?	
Identifying Surrogates  Who are the political allies who would be willing to defend your campaign against attacks?	
Decision Maker  What staff member will make the final decision about responding to attacks? Why?	