**Appendix\_4**

***The campaign plan is one of the most critical elements of a winning electoral campaign. A strong plan serves as a roadmap to achieve the goal of winning an election. It allows the campaign to maximize scarce resources to meet specific campaign goals.***

**ELEMENTS OF AN EFFECTIVE CAMPAIGN PLAN**

**Strategic Summary**

This should be a brief summary at the beginning of your campaign plan that helps summarize your campaign’s goals and describes the campaign’s strategy.

**Targeting**

This part of your political campaign plan will outline who you need to target to win—which doors you need to knock, which voters you need to call, which voters become your persuasion targets, and which voters need an extra push on Election Day.

**Vote Goal**

Your vote goal is simple – it’s the number of votes it will take you to win your campaign.  Make sure you account for potential future challenges, whether it’s a small or large field.  Also, account for opponents to drop out – it happens more than you think.

**Message**

Your political campaign plan should include an overview of your campaign message, which is a general overview of why you are running and what you will do if elected.

**Campaign Team**

Your campaign team needs to work on this plan with you.  Picking and having the right team from campaign planning to execution can make the win possible.

**Field**

Your voter contact and Get Out the Vote (GOTV) strategy are critical to your campaign.  This should outline how you will reach voters – flier, by setting up stands phones, direct mail, digital, poster etc.

**Volunteer organization**

How will the campaign effectively utilize volunteers? How will volunteers be trained and managed in order to give the maximum advantage to the campaign and also be fulfilling for them. What are some ways that volunteers can be encouraged to use their creativity and skills on behalf of the campaign?

**Technology**

How will the campaign utilize technology (internet, social media, email, database) to communicate with the public, donors and volunteers, organize its resources, and manage data and volunteers?

**Scheduling**

How will the candidate’s time be prioritized and who will make those decisions?