



# Launching Your Campaign 2022

*Presented by,*

Eva M. Pusateri, President  
Expert Communications & Training, Inc.

Ready to  **RUN** TM Campaign Training  
for Women

# 3rd COVID Campaign Cycle

2020



2021



2022

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# GOAL \* PLAN \* SUCCESS

“A goal without a plan is a wish.”  
- Antoine de Saint-Exupery

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2022

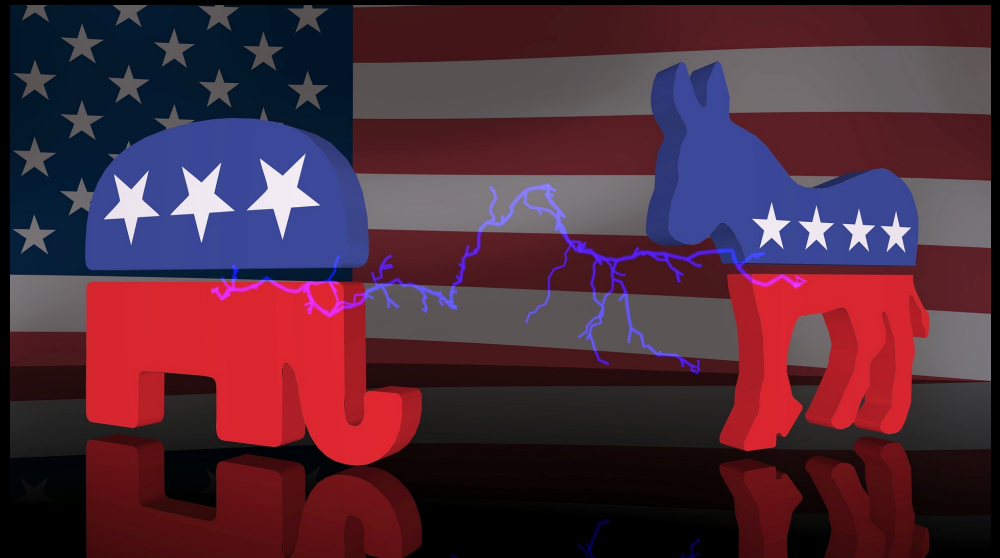
- 1) Political Environment
- 2) Demographic Environment
- 3) Electoral Environment

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## 1) Political Environment



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# Polls

Top 2022 Senate Races ▾

Top 2022 Governor Races ▾

Find Any Poll

Try 'State,' or 'Candidate'

Quick Poll/Map Links ▾

## Direction of Country

[Biden Job Approval](#) | [Congressional Job Approval](#) | [Favorability Ratings: U.S. Political Leaders](#) | [Latest Polls](#)

| Polling Data                          |             |         |                 |             |        |
|---------------------------------------|-------------|---------|-----------------|-------------|--------|
| Poll                                  | Date        | Sample  | Right Direction | Wrong Track | Spread |
| RCP Average                           | 1/14 - 2/15 | --      | 28.1            | 64.4        | -36.3  |
| Reuters                               | 2/11 - 2/15 | 1005 A  | 27              | 58          | -31    |
| YouGov                                | 2/12 - 2/15 | 1231 RV | 28              | 61          | -33    |
| Politico                              | 2/12 - 2/13 | 2005 RV | 34              | 66          | -32    |
| Rasmussen                             | 2/6 - 2/10  | 2500 LV | 30              | 64          | -34    |
| Monmouth                              | 1/20 - 1/24 | 735 RV  | 23              | 71          | -48    |
| Harris                                | 1/19 - 1/20 | 1815 RV | 33              | 59          | -26    |
| NBC News                              | 1/14 - 1/18 | 1000 A  | 22              | 72          | -50    |
| All Direction of Country Polling Data |             |         |                 |             |        |

President



JOBS

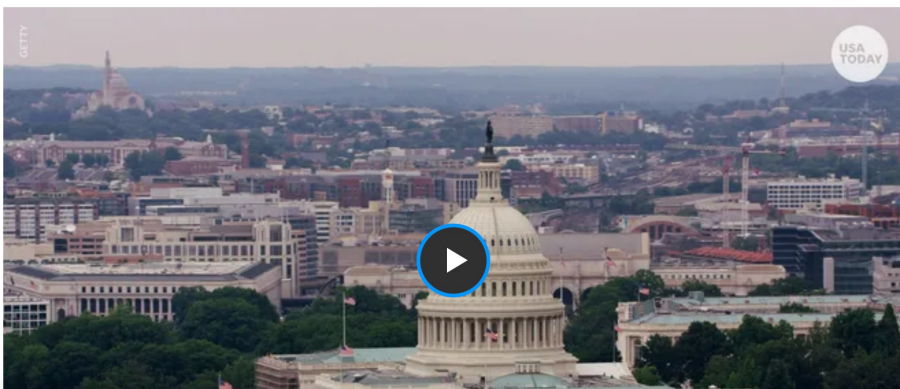


2022: The Economy



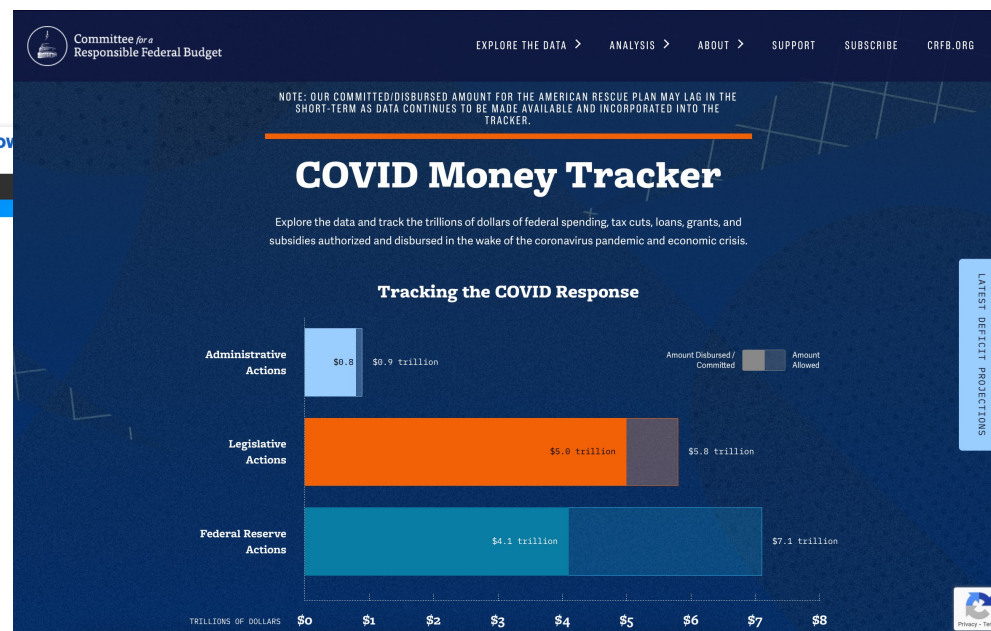
POLITICS

# 'Sound the alarm': National debt hits \$30 trillion as economists warn of impact for Americans



**Michael Collins**  
USA TODAY

Published 4:09 p.m. ET Feb. 1, 2022 | Updated 4:34 p.m. ET Feb. 1, 2022



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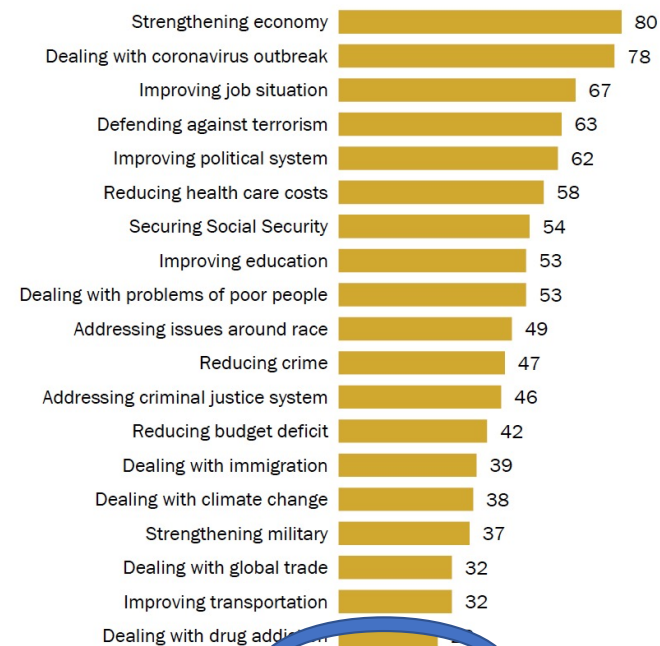
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## Strengthening the economy and dealing with coronavirus stand out as the public's top priorities

*% who say \_\_\_\_ should be a top priority for the president and Congress to address this year*



Source: Survey of U.S. adults conducted Jan. 8-12, 2021.

PEW RESEARCH CENTER

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# 2024 Presidential Election Odds

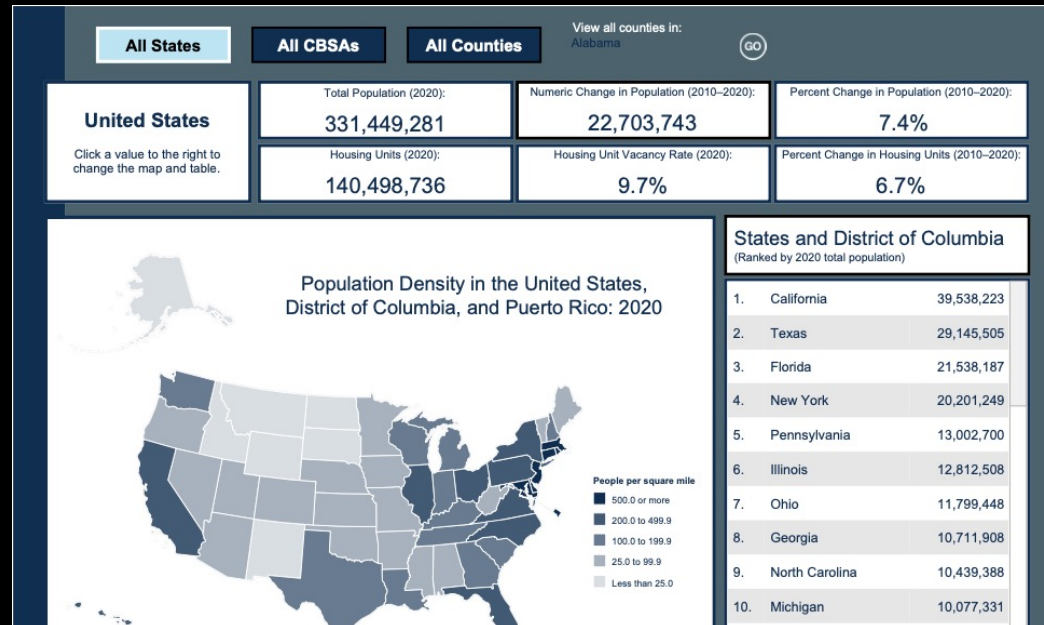


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## 2) Demographic Environment

(Census.gov)



Search

BROWSE BY TOPIC

EXPLORE DATA

LIBRARY

SURVEYS/ PROGRAMS

INFORMATION FOR...

FIND A CODE

ABOUT US

Age and Sex

Business and Economy

Education

Emergency Management

Employment

Families and Living Arrangements

Geography

Health

Hispanic Origin

Housing

Income and Poverty

International Trade

Population

Population Estimates

Public Sector

Race

Redistricting

Research

Voting and Registration

A - Z

### 3) Electoral Environment

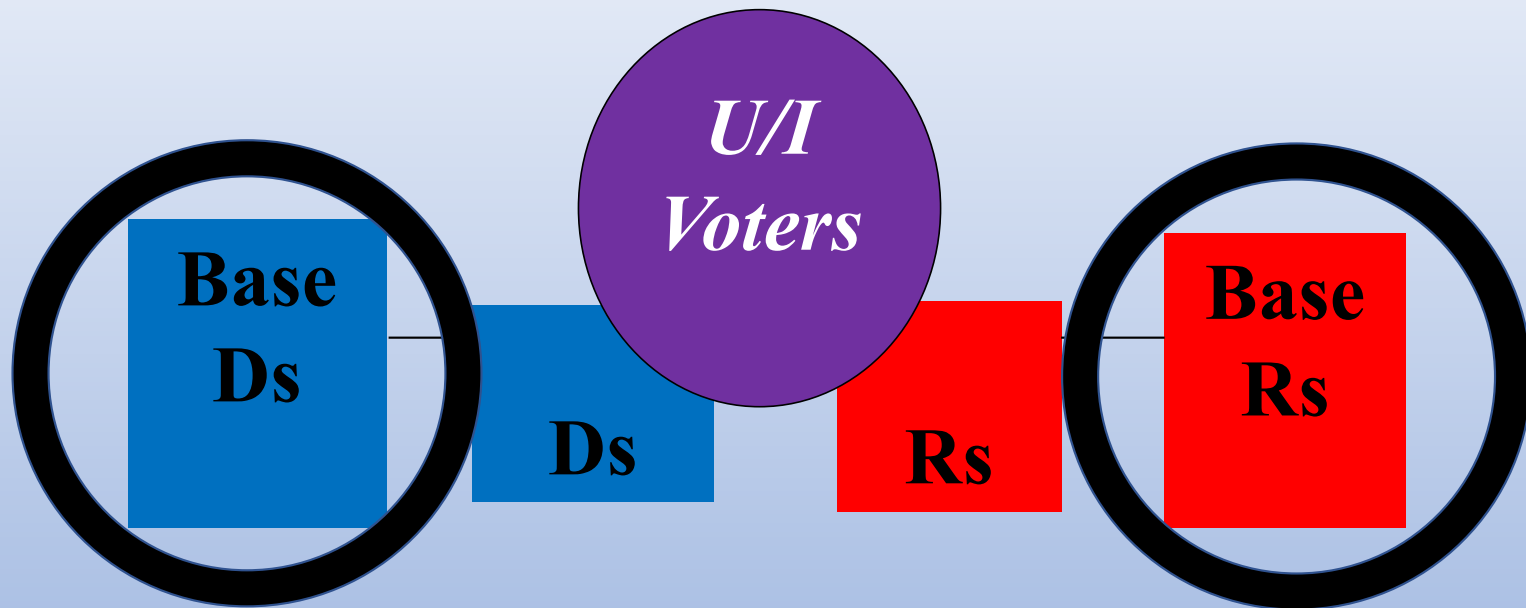


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# Understanding Voters



## Types of Elections

### By Year

- Presidential year
- Gubernatorial year
- Odd year

### By Cycle

- General Election
- Primary Election
- Special Election



## Ways to Vote

### By Mail

- Absentee / Early Voting
- Permanent Absentee
- Overseas / Military Voter

### In Person

- Early Voting
- Election Day


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# Targeting

- Know who is *with you* no matter what
- Know who is *against you* know matter what
- Know who votes and who doesn't
- Know your election cycle
- Focus only on those who matter

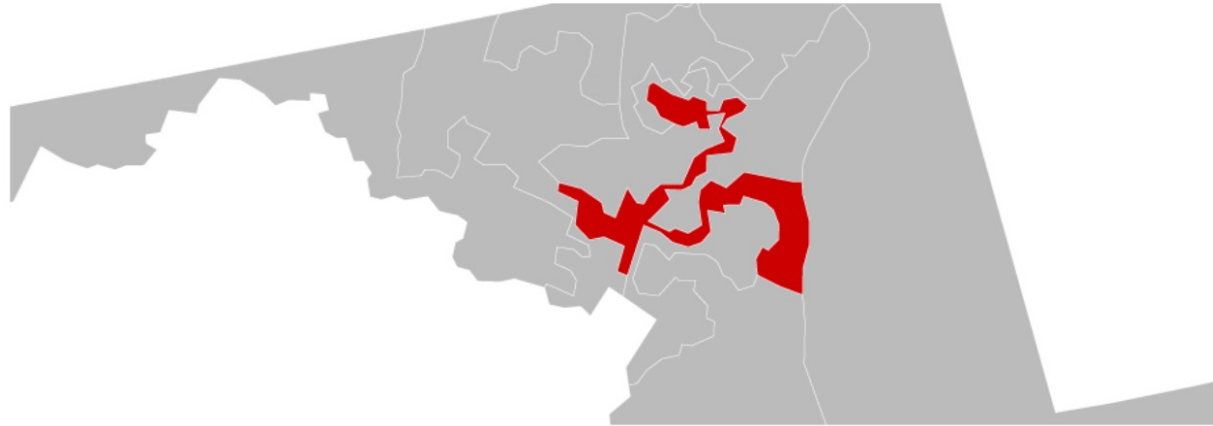
## SAMPLE DISTRICT (estimates)



|                     |              |
|---------------------|--------------|
| Population:         | 100,000      |
| Registered Voters:  | 66,000       |
| Average Voters:     | 44,000       |
| Your Race Turn-out: | 22,000 (50%) |
| Vote Goal:          | 11,001*      |

# Maryland 3rd District

## 115th Congress



2020 Election Facts First Election 101

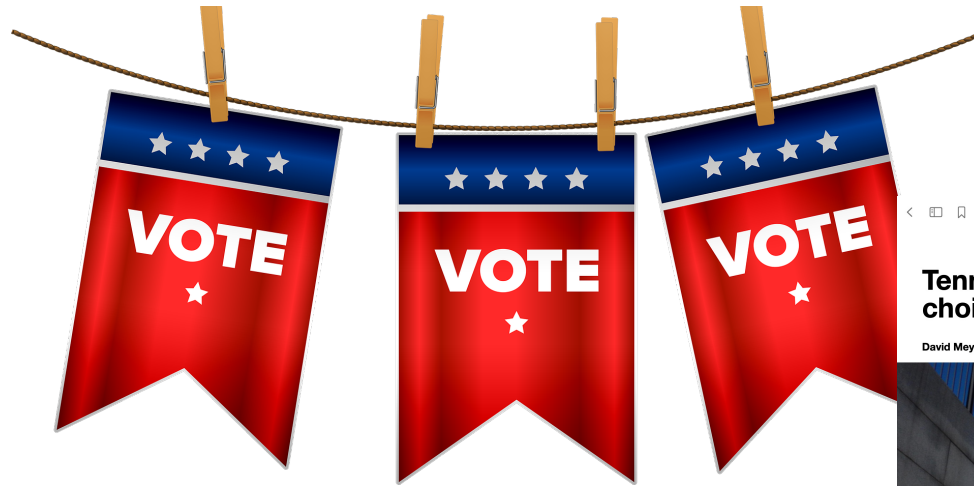
## Here are the most obscenely gerrymandered congressional districts in America

By Chris Cillizza, CNN Editor-at-large  
Updated 8:36 AM EDT, Wed October 4, 2017

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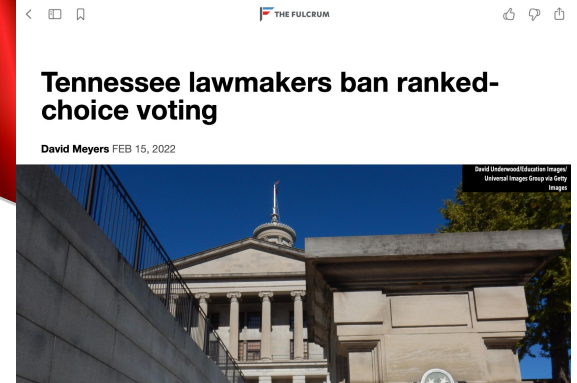




**Electoral College**

**Popular Vote**

**Ranked Choice**



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## COVID AND Campaigning

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- 1) Messaging
- 2) Grassroots
- 3) Fundraising

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## Key Messaging Takeaway (one of many)-

Voters will vote for men they deem Qualified, but they don't like.

Women need to be both Qualified and Likeable to get the vote.



United States

Total cases

**77.9M**


+206K

Deaths

**924K**

+2,586



A woman with brown hair tied back, wearing black-rimmed glasses, a light pink collared shirt, and a black blazer. She is standing in an office with large windows in the background, smiling at the camera with her arms crossed.

## Label Yourself: (Before Your Opponent Does)

- **Successful Small Businesswoman and Job Creator**
- **Caring Doctor and Community Volunteer**
- **Taxpayers' Best Friend**
- **Independent Republican/Democrat**
- **Qualified Leader**
- **Leader, Problem Solver and Lifelong  
(insert town/state name)**

# Demonstrate Strength

**Don't say:** "I think the legislation is wrong because it...."

**Do say:** "The legislation is wrong because it....".

*It either is or isn't wrong.*

**Don't say:** "I feel we need to improve education for our children".

**Do say:** "We need to improve education for our children."

*We either do or we don't.*

## Issues/Words to Avoid

## Instead Talk About


| → | Voters                             | Taxpayers, Families, Seniors |
|---|------------------------------------|------------------------------|
| → | Schools / School Buildings         | Our Children's Education     |
| → | Your Pet Peeve Issues              | What People Care About       |
| → | Don't fight battles you can't win  | Your message                 |
| → | I am woman                         | Because of my experiences... |
| → | The office you are running for     | The mission / your why       |
| → | Anything that makes your defensive | Your strengths/Your message  |
| → | Opponent's Attack on You           | Your Message                 |

# Message Grid



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**“At the end of the day,  
people won’t remember what you said or did,  
they will remember how you made them feel.”**

**- Maya Angelou**





# NOT a Referendum on You

**Us** = Good  
(on the issues)

**Them** = Bad  
(on the issues)

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An illustration featuring four stylized human figures in black silhouette against a grey background. The figures are arranged in a row, with their arms raised to hold up a large, dense cluster of green, blade-like leaves that fills the upper half of the frame. The text 'Grassroots / GOTV / 72 Hour Program' is overlaid in white on the central part of the image.

# Grassroots / GOTV / 72 Hour Program

2020

## Keep, But Shift Grassroots Efforts

### NO

- Live Events
- Door-to-Door
- Lit Drops/Blitzes
- TV/Radio

### Kinda Sorta Not Really

- Direct Mail Brochures
- Handwritten Mailed Notes
- Mailed Endorsement Postcards

### YES

- Phone Calls
- Video Conf House Parties/Meetings
- Texting
- Yard Signs / Windows
- Teletown Hall Meetings
- Coalition Development
- Earned Media
- Digital / Online

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# Grassroots & Outreach Efforts

**NO**

**Kinda  
Sorta  
Not Really**

**YES**

**\*Follow your COVID  
rules for your region**

Phone Calls  
Door-to-Door  
Mailers  
Lit Drops  
Yard Signs

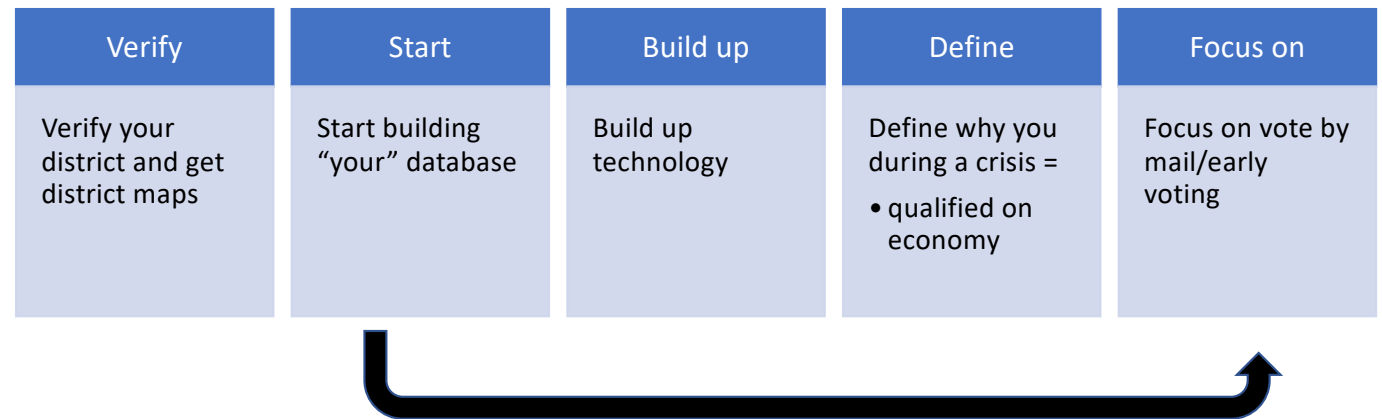
Texting  
Coalitions  
Live Events  
Blitzes  
Endorsement Postcards

Teletown-Hall Mtgs  
House Parties  
Earned Media  
Owned Media



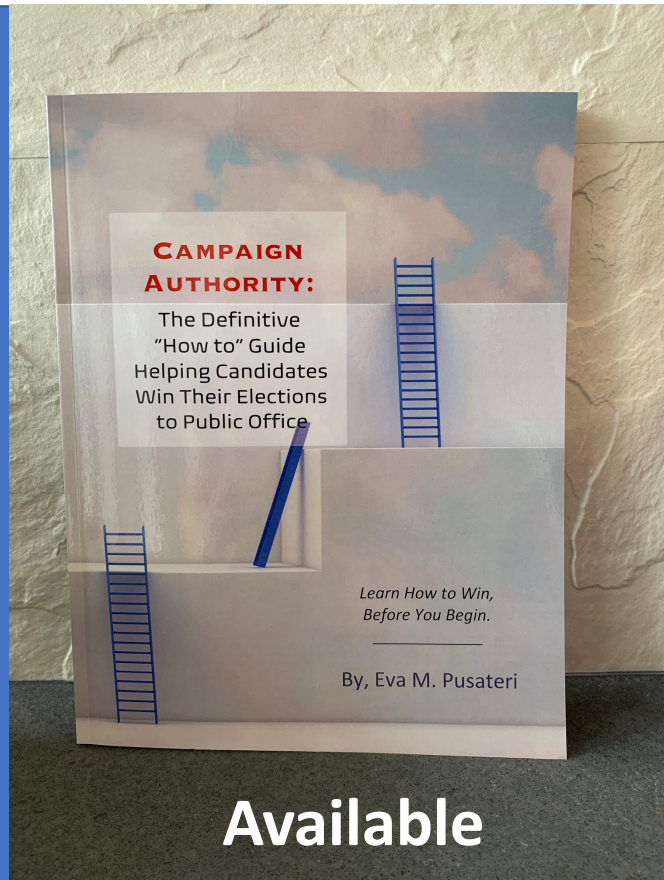
# Key Take-Aways From Campaigning During a Pandemic

## (and Redistricting)



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**Available  
on Amazon  
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Thank you.

**Eva M. Pusateri, President**

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