

# Launching Your Campaign

Ready-to-Run

Center for American Woman and Politics

March 2025

- ☐ Later
- ☐ Tomorrow
- ☐ Today
- ☒ **NOW**

*Presented by,*

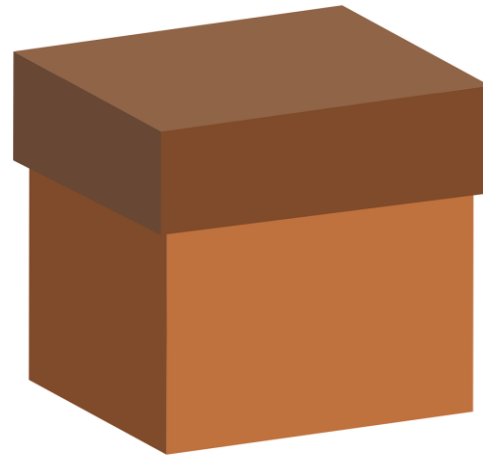
Eva M. Pusateri

Founder & President

**Expert**  
**Communications**  
**& Training**



**1 - \$150.00**



**2 - \$140.00**



**3 - \$130.00**



1



2

**As a national campaign consultant for over three decades, I won campaigns and elected people to office at all levels of government while also serving as a top requested national campaign trainer.**

**My passion is helping women level the campaign playing field and win their elections to public office.**

3

1992

## **"Year of the Woman": A Note of Caution**

Irwin N. Gertzog, Braun Professor of  
Political Science, Allegheny College  
Ruth B. Mandel, Director, CAWP

The last primary is over and the slates are set for November 3rd. It's official: 1992 is a banner year for women candidates, with record numbers winning major party nominations for the U.S. Senate (11) and the House of Representatives (108). The jump in women's House nominations is more than three times greater than any previous increase. Over one third of the nominees are vying for open seats, where newcomers' chances are best. Organizations raising money for women candidates have seen unprecedented growth in membership and dollars. Indeed 1992 has been dubbed "the year of the woman."

Observers of women's political progress recognize this label from the 70s, 80s, and even 1990. We'll probably hear it again. Admittedly, the "year of the woman" tag

# NJ Officeholders by Gender

2024 Gender Breakdown

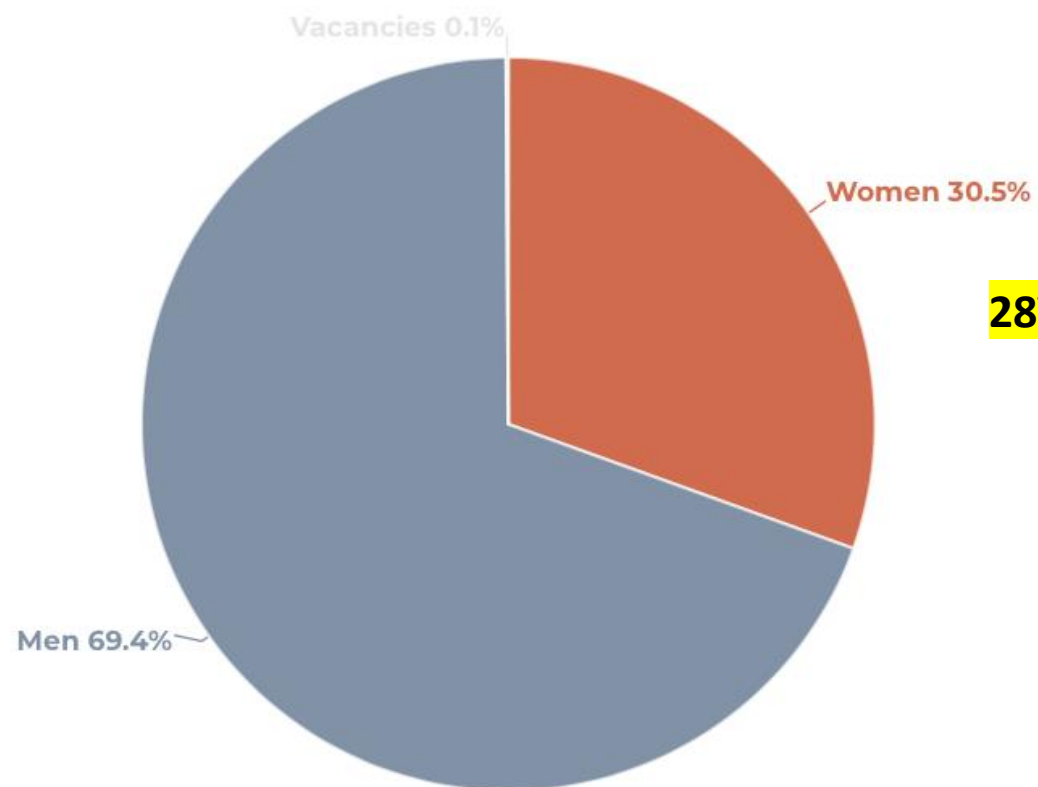
Click on the tabs below to view by levels of office.

<


Overall

▼

>



28<sup>th</sup> in the Nation



# What are the Qualifications to Run Elected Office?

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.....

A campaign is a big sales and marketing effort where you must “close” all the sales in one day **Before and On** *ELECTION DAY*.



# Launching Your Campaign:

C








## Launching Your Campaign:

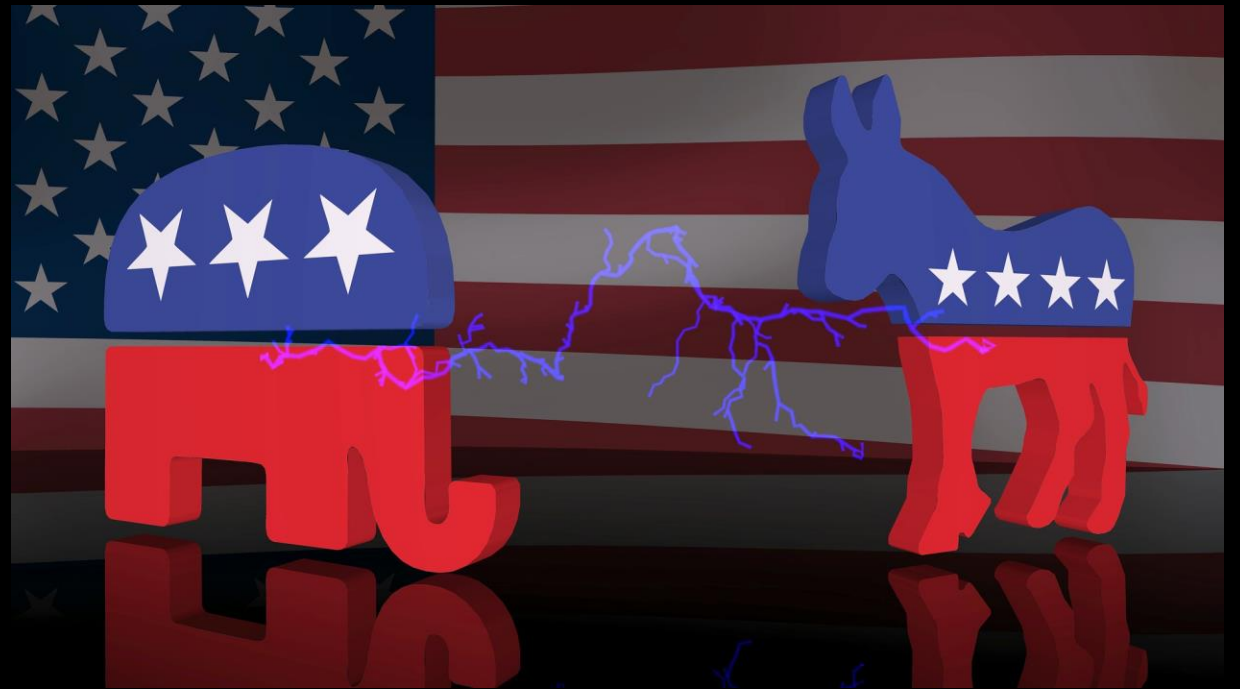
Capture

**Capture**/identify what is happening in general and what is happening close around you and your campaign.

- 
- A woman with dark hair tied in a bun, wearing a light blue denim shirt, is sitting at a workbench in a workshop. She is looking at a laptop screen with her hand resting on her chin, appearing thoughtful. The workshop has various tools and materials on the workbench, and a window with multiple panes is visible in the background.
- 1) Political Environment
  - 2) Demographic Environment
  - 3) Electoral Environment

**Preparing** to Launch Your Campaign

## 1) Political Environment



What is happening politically – and does it matter to your race?

# Direction of Country

President Trump Job Approval | Congressional Job Approval | Favorability of U.S. Political Leaders

POLLSTER	DATE	SAMPLE	RIGHT DIRECTION	WRONG TRACK	SPREAD
<b>RCP Average</b>	<b>1/27 - 3/4</b>	—	<b>42.4</b>	<b>51.4</b>	<b>Spread -9.0</b>
<u>Reuters/Ipsos</u>	3/3 - 3/4	1174 A			<b>Spread -13</b>
<u>Rasmussen Reports</u>	2/23 - 2/27	2033 LV	45	50	<b>Spread -5</b>
<u>NPR/PBS/Marist</u>	2/24 - 2/26	1533 RV	45	54	<b>Spread -9</b>
<u>Economist/YouGov</u>	2/23 - 2/25	1444 RV	41	49	<b>Spread -8</b>
<u>Harvard-Harris</u>	2/19 - 2/20	2443 RV	42	48	<b>Spread -6</b>
<u>Marquette</u>	1/27 - 2/5	1063 A	38	62	<b>Spread -24</b>
<u>Emerson</u>	1/27 - 1/28	1000 RV	52	48	<b>Spread +4</b>



RealClearPolitics Poll Average

**51.4** Wrong Track **-9.0**

**42.4** Right Direction





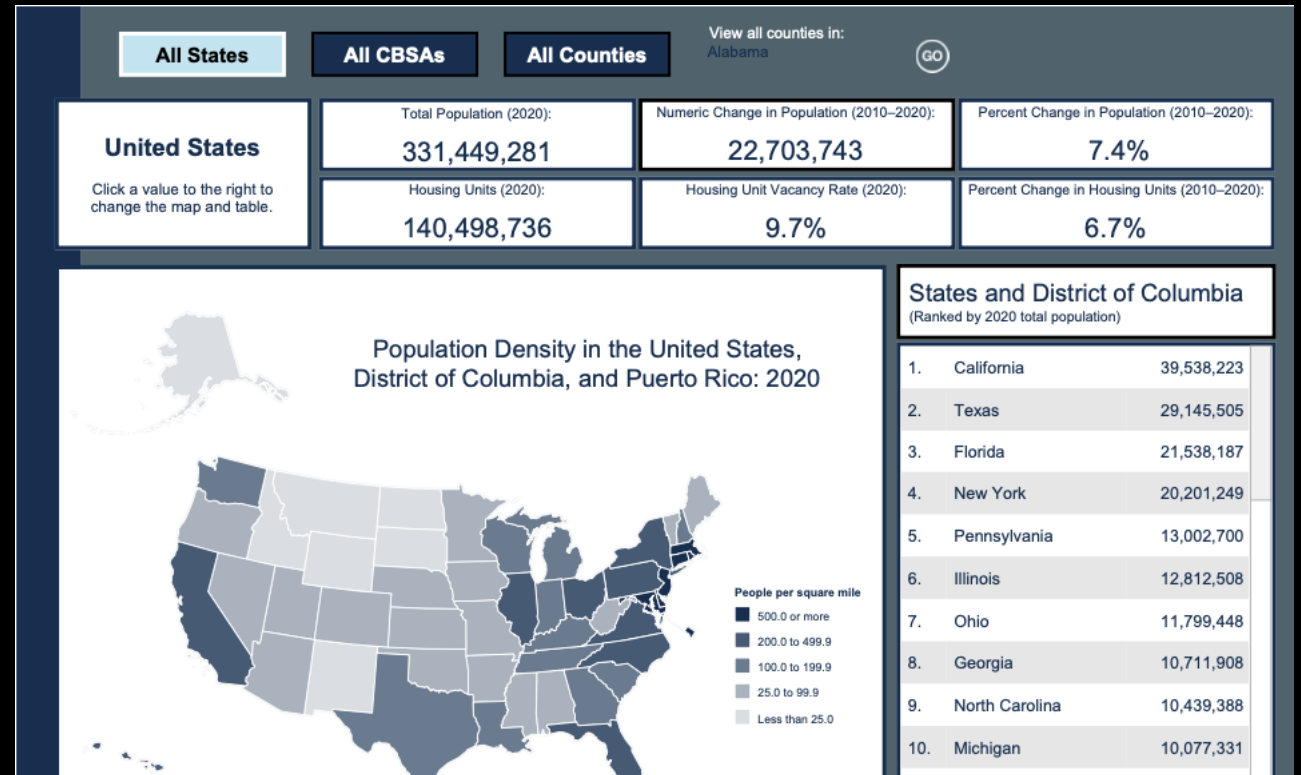
2025: The Economy

What's happening in NJ?



## 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

1/1/25

#### Statewide Voter Registration Summary

County	UNA	DEM	REP	CNV	CON	GRE	LIB	NAT	RFP	SSP	Total
Atlantic	75,079	69,492	60,556	499	467	389	870	203	71	295	207,921
Bergen	270,730	256,970	162,148	1,196	985	1,151	2,173	403	108	578	696,442
Burlington	128,081	143,503	98,118	730	568	656	1,553	268	73	387	373,937
Camden	140,932	183,759	70,368	972	876	797	1,657	424	105	534	400,424
Cape May	23,254	18,110	33,597	163	138	109	312	56	10	74	75,823
Cumberland	39,802	31,921	25,019	319	402	198	430	164	42	215	98,512
Essex	223,826	304,139	65,929	979	1,037	844	1,386	476	170	655	599,441
Gloucester	76,534	83,808	64,385	498	367	396	1,136	151	41	290	227,606
Hudson	150,624	222,272	51,927	1,039	956	935	1,625	415	129	618	430,540
Hunterdon	33,631	31,274	44,214	147	109	138	414	45	13	68	110,053
Mercer	105,270	120,603	43,286	655	621	557	969	311	56	449	272,777
Middlesex	236,002	242,795	107,322	1,338	1,265	1,108	1,920	506	140	811	593,207
Monmouth	201,508	141,305	164,050	1,009	764	851	2,105	349	70	410	512,421
Morris	140,274	119,561	139,843	622	449	657	1,537	217	48	337	403,545
Ocean	188,214	98,824	195,272	1,204	892	802	1,963	338	92	473	488,074
Passaic	128,754	132,031	77,540	1,002	794	713	1,199	373	104	483	342,993
Salem	18,972	14,712	16,086	182	95	101	290	43	9	89	50,579
Somerset	103,105	92,555	66,443	428	336	462	981	155	42	233	264,740
Sussex	41,638	26,916	51,821	344	179	279	735	96	23	131	122,162
Union	143,768	179,359	66,190	844	785	586	1,198	354	106	467	393,657
Warren	27,938	24,022	37,467	260	199	221	588	88	22	108	90,913

Grand Total	2,497,936	2,537,931	1,641,581	14,430	12,284	11,950	25,041	5,435	1,474	7,705	6,755,767
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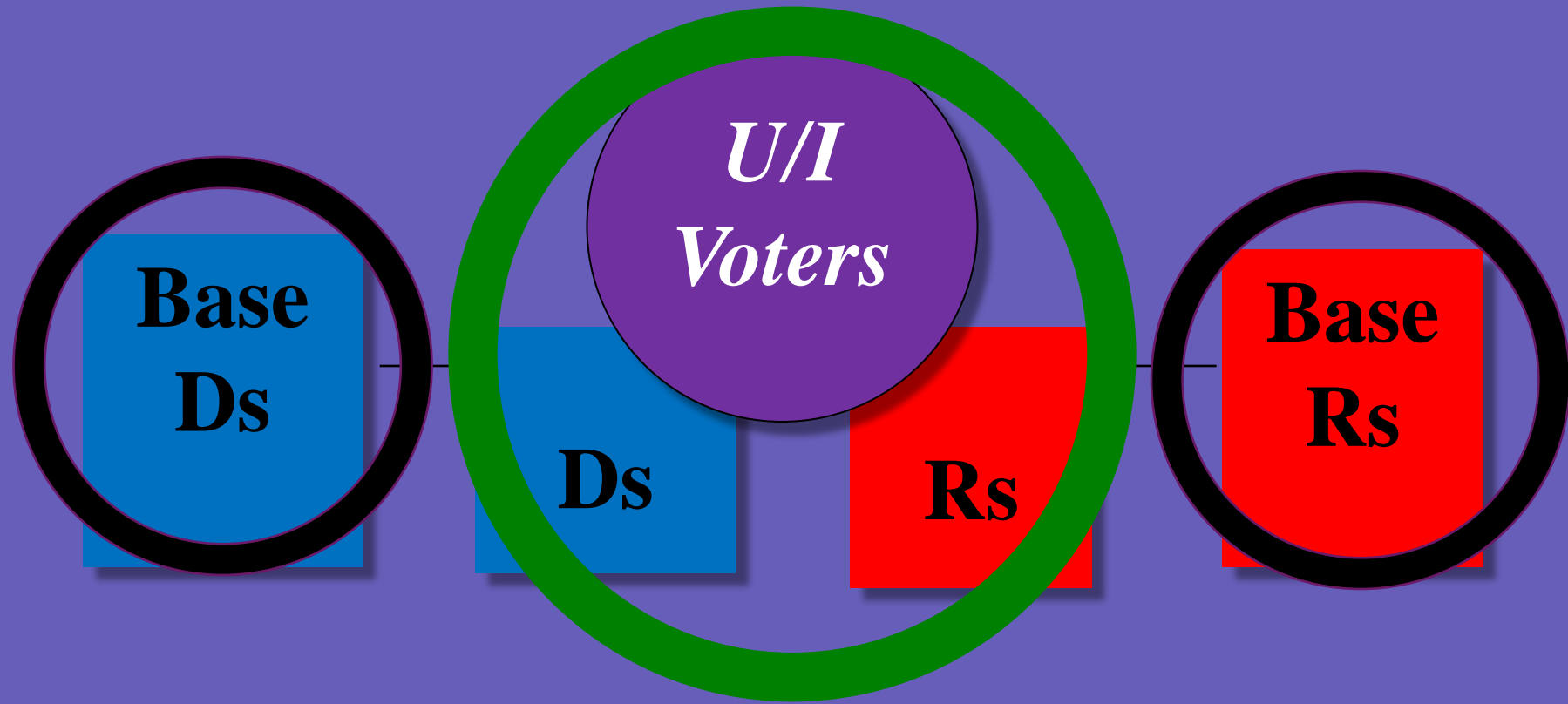
# Launching Your Campaign:

Capture

Count

**Count** the votes and know  
how many you need to win =  
*Electoral Environment.*

# Electoral Environment



## Types of Elections

### By Year

- Presidential year
- Gubernatorial year
- Odd/Off year

### By Election

- General Election
- Primary Election
- Special Election

## Determine the Ways People Can Vote in Your State.

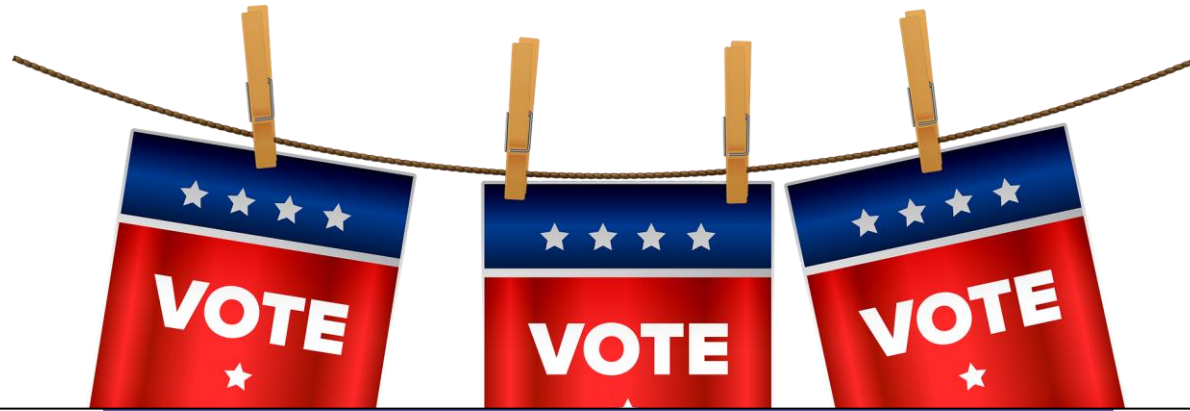
### By Mail

- Absentee
- Permanent Absentee
- Overseas / Military Voter

### In Person

- Early Voting
- Election Day





What about the line?

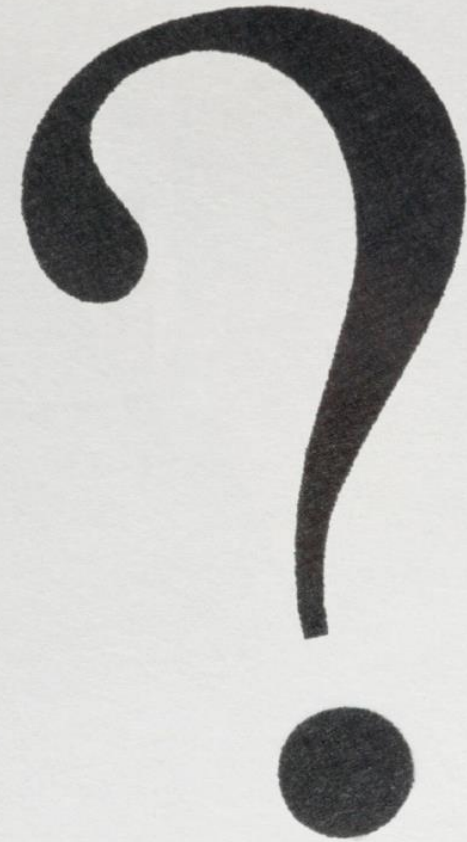
# Targeting

- 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

EXAMPLE	
Population:	100,000 people
Registered Voters (2/3):	66,000 voters
Turnout at 50%	33,000 voters
<b>Magic Number</b>	<b>16,501 targeted voters</b>

---

What are the two  
most important jobs  
of a candidate?





# Launching Your Campaign:

Capture

Count

Communicate

**Communicate** the one or two things you want voters to think about when they go to vote = your message.

HGTV MOVIES AT HOME  
The American President

HGTV

The American President

DVR Lewis, shut up.

HOME  
TOWN

23:24

ALL NEW  
SUNDAY 8|7c

1:07:20



Pause

HGTV



**People want leadership  
Mr. President.**

**And in the absence of a  
leader, they'll listen to  
anyone who crawls up to  
the microphone.**

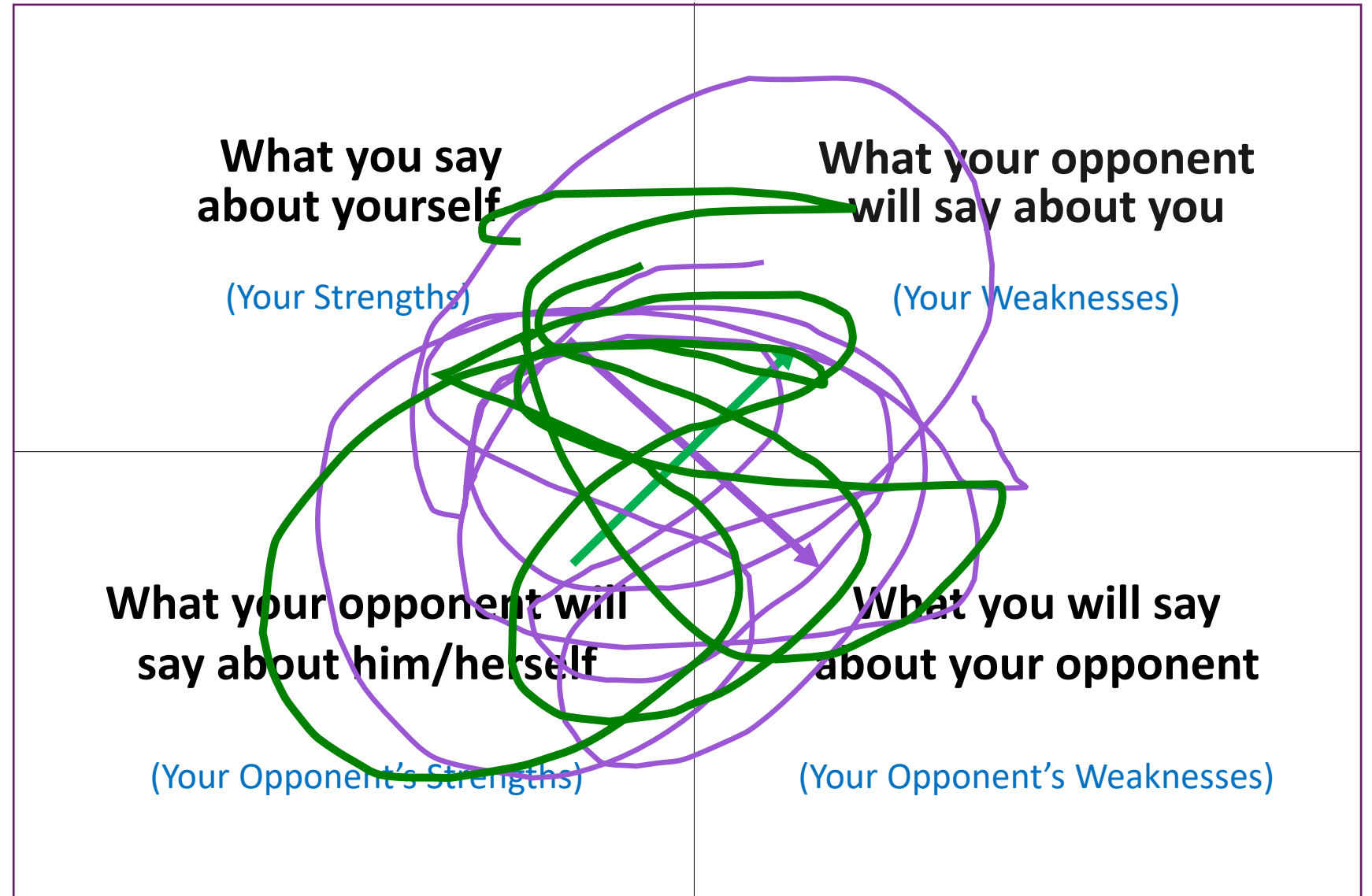




**Us** = Good  
(on the issues)








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

# Message Grid



## 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 try to educate people on the electoral or legislative processes	Your message
	I am woman	Because of my experiences as a woman...
	The office you are running for	The mission / your why
	Negative Personal Attacks	Documented Issues
	Opponent's Attack on You	Your Message



# Launching Your Campaign:

Capture

Count

Communicate

Connect

**Connect:** Connect with voters on what they care about, not what you want to talk about.



**Likeability Factor:**

**Voters do not “care what you know” ...  
Until they “know that you care.”**





## Winning Message

The one or two things  
you want voters to be  
thinking about when they  
go to vote.

(And it better be on what  
they care about.)



# Launching Your Campaign:

Capture

Count

Communicate

Connect

Convince

Identify your supporters,  
**Convince** them to vote for you.

# Grassroots Neighbor-to- Neighbor

**Time** -- schedule  
from Election Day  
backwards

**Talent** -- paid and  
volunteer staff

**Target** -- Voters

- Type of year
- Type of election
- Type of vote

Have goals and  
metrics.



# Launching Your Campaign:

Capture

Count

Communicate

Connect

Convince

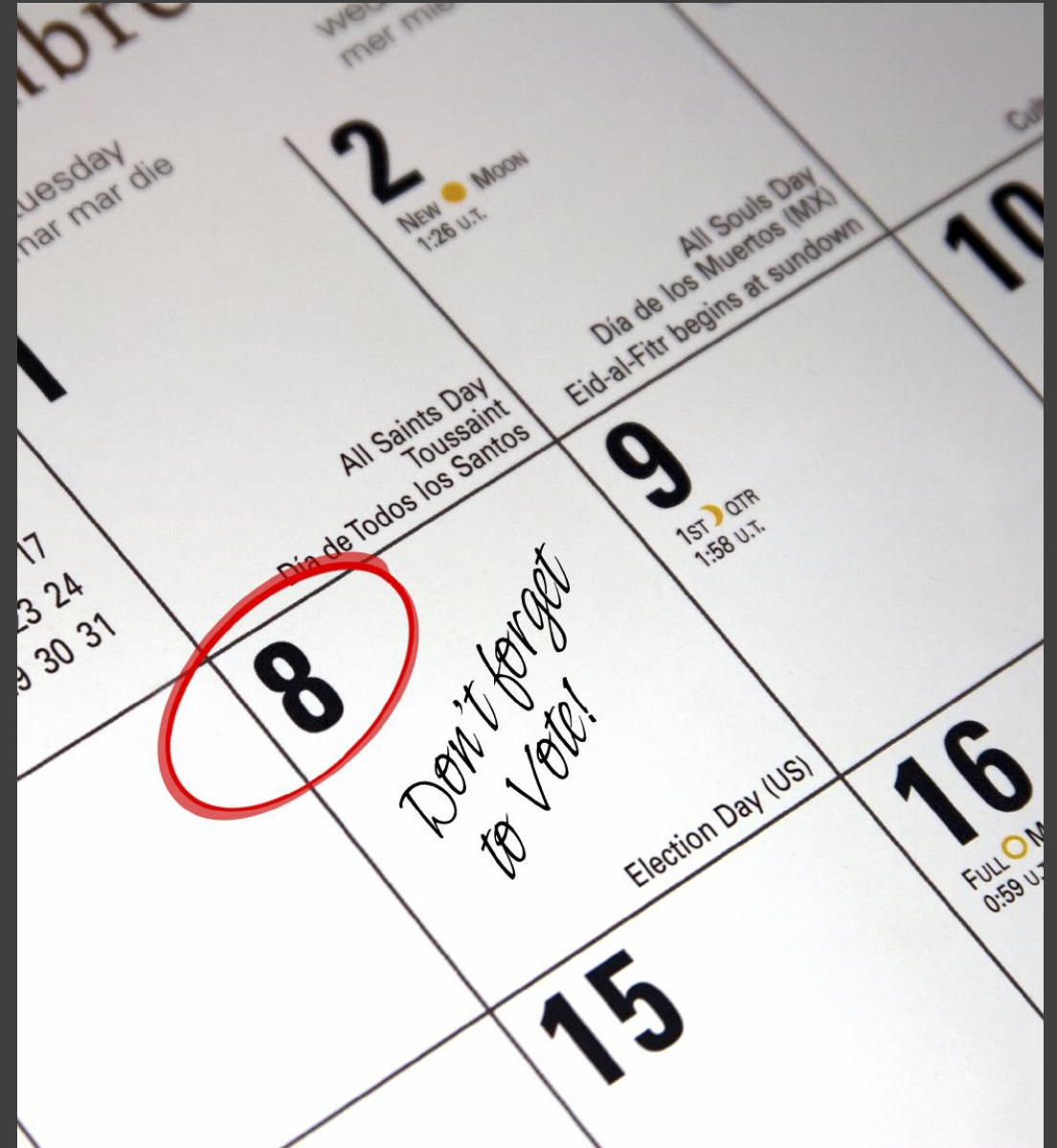
Complete

**Complete** your efforts by making sure your voters “Get Out to Vote.”



# GOTV - 72 Hour Program

Exactly How Many Votes Do  
You Need to Win and Where  
and How Are You Going to Get  
Them/Make Sure They Vote?



# Winning Your Campaign:

Capture

Count

Communicate

Connect

Convince

Complete

Control

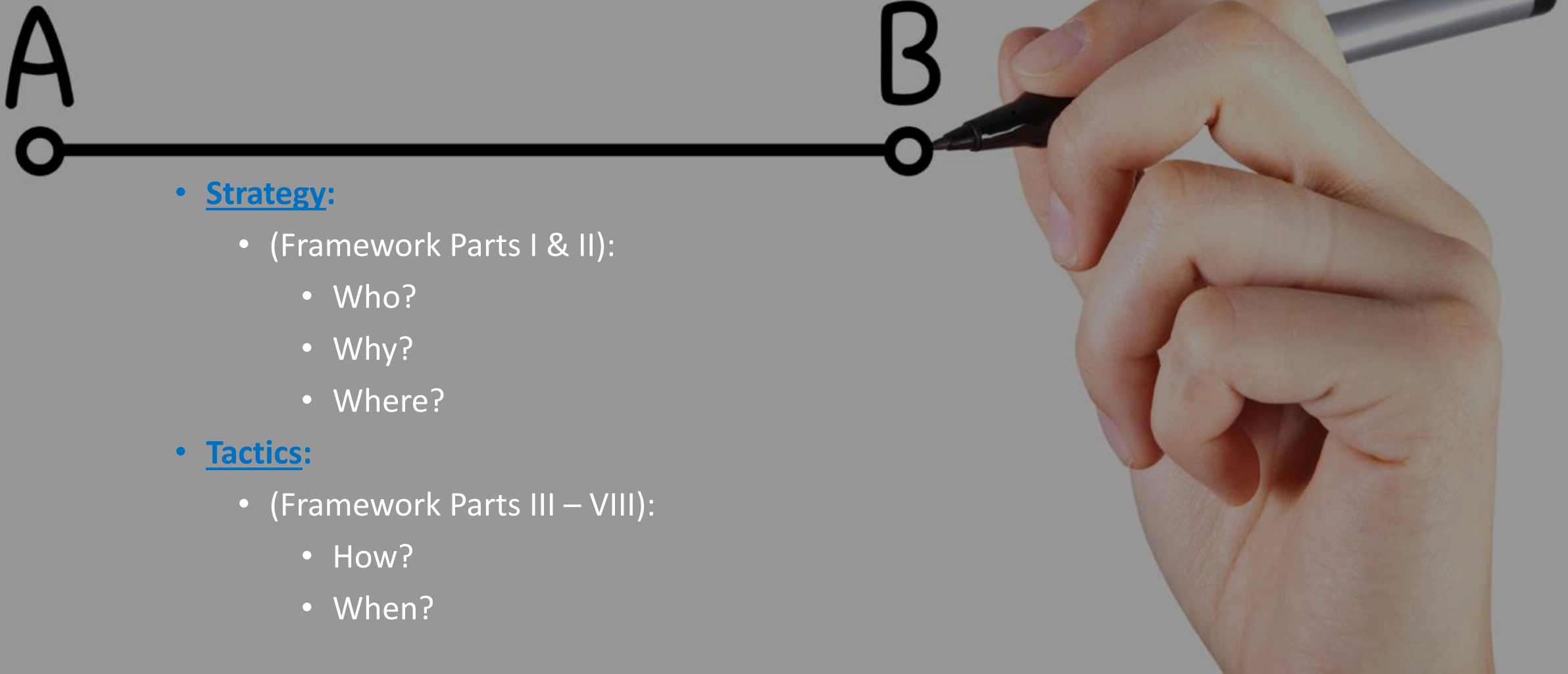
WINNER



GOAL \* PLAN \* SUCCESS

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

# The Campaign Plan



- Strategy:

- (Framework Parts I & II):

- Who?
    - Why?
    - Where?


- Tactics:

- (Framework Parts III – VIII):

- How?
    - When?




# Part I: Strategic Plan and Message Development

- A. Theme and Message
    - 1. Theme and Message Development Grid
  - B. Strategic Plan Overview
    - 1. Number of Votes Needed to Win
    - 2. Political and Demographic Environments
    - 3. Key Strategic Assumptions
    - 4. Candidate Strengths and Weaknesses
      - a. Our Candidate, Our Issues
      - b. The Opposition, Their Issues
- 


## Part II: The Battlefield

- A. Number of Votes Needed to Win -- *(You Must Remember This Number, Use it with Major Donors)*
  - 1. Vote Goals by County
  - 2. Goals by Municipality
  - 3. Goals by Precincts/Voting Districts
- B. Four-Year Vote History and Expected Voter Turnout
- C. Census Data (complete census report and update)







## Part III: The Organization

- A. Organizational Flowchart
    - 1. Staff Jobs and Responsibilities
    - 2. Consultant Roles and Responsibilities
    - 3. Chain of Command and Decision-Making Structure
    - 4. Candidate's Family
  - B. Campaign Headquarter(s)
  - C. Campaign Personnel and Contact Numbers
- 



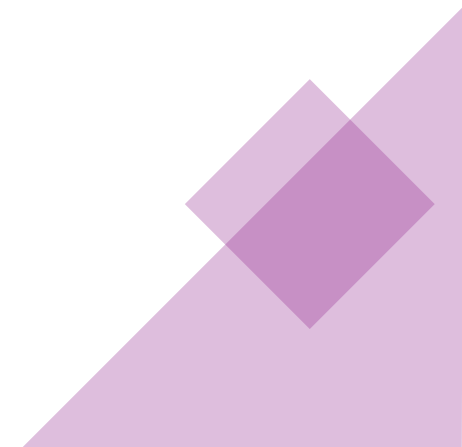
## Part IV: Grassroots Field Operation and Neighbor- To-Neighbor Program

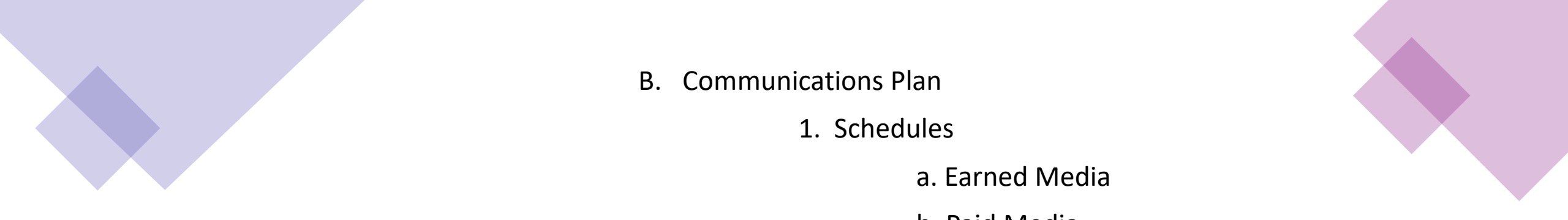
- A. Door-To-Door Program, Timeline and Goals
    - 1. Candidate
    - 2. Volunteers
  - B. Phone calls Timeline and Goals
    - 1. Candidate
    - 2. Volunteers
    - 3. Paid Phones
  - C. Neighbor Outreach Program Timeline and Goals
    - 1. Local Elected Leaders' Endorsement Letters
    - 2. Neighbor Endorsement Post Cards
    - 3. Coalition Endorsements
  - D. Get Out the Vote (GOTV) Timeline
    - 1. Election Day Plan
- 



# Part V: Voter Contact – Tactics and Communications

## A. Tactics

1. Voter Registration
  2. Voter Contact and Targeting
    - a. Absentee Ballots
    - b. Early Voting
    - c. Overseas and Military Voters
    - d. Election Day Voters
  3. Coalition Building and Outreach
  4. Endorsements
    - a. Politicians/Political
    - b. Civic, Business, and Community
    - c. News Organizations
  5. Yard Signs and Billboards
  6. External Organizations' Questionnaires
- 



# Part V: Voter Contact – Tactics and Communications

(continued)

## B. Communications Plan

### 1. Schedules

- a. Earned Media
- b. Paid Media
- c. Owned/Social Media
- d. Debates

### 2. Print Media Relations – Research and Targeting

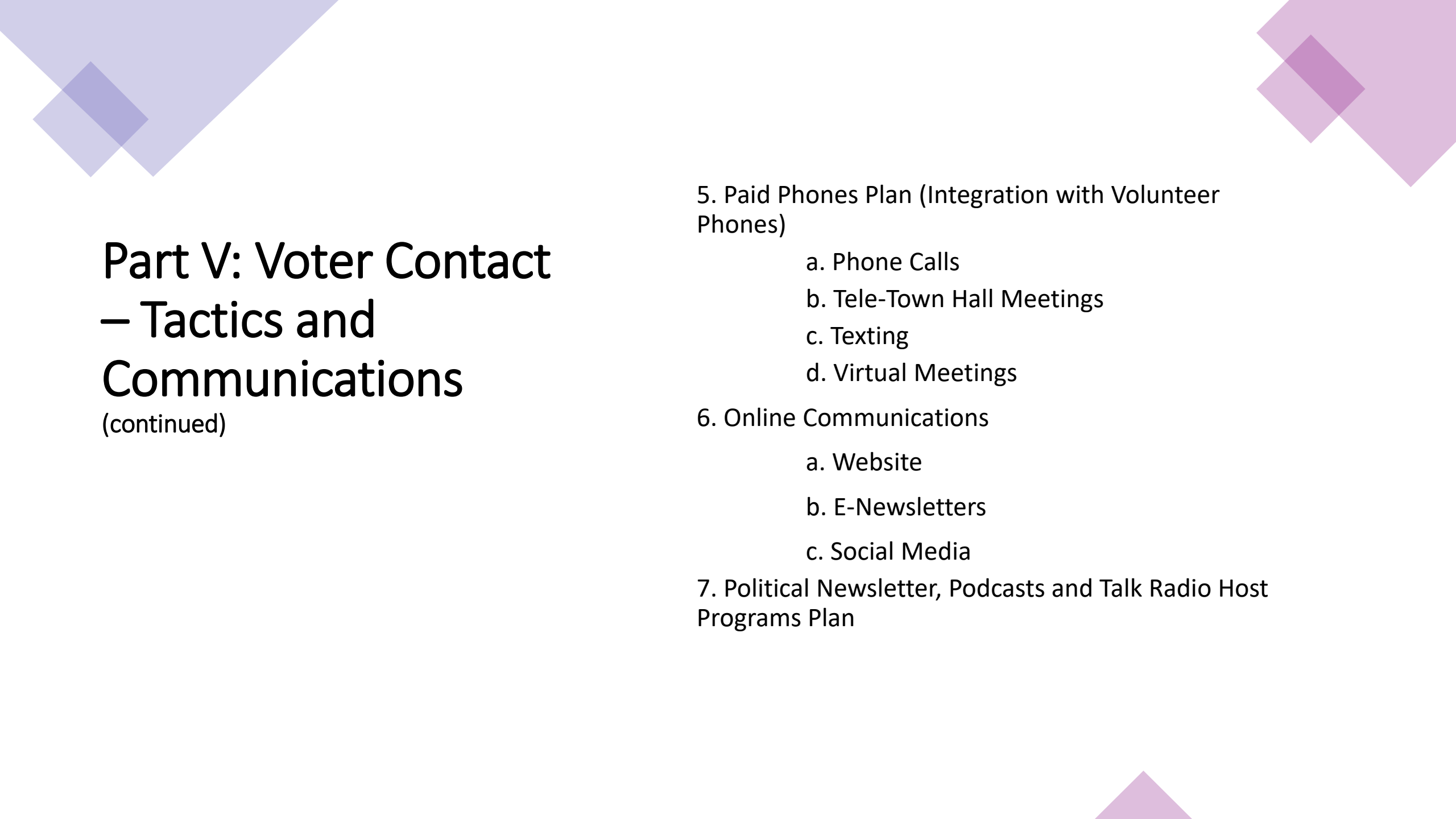
- a. Earned Print Media Lists and Plans
- b. Paid Print Media Lists and Plans

### 3. Electronic Media Relations – Research and Targeting

- a. Earned Media, Television (Network and Cable) and Radio Lists and Plans
- b. Paid Electronic Media Lists and Plan

### 4. Voter Persuasion Direct Mail

- a. Targeting, Quantity and Plan
- 



# Part V: Voter Contact – Tactics and Communications

(continued)

## 5. Paid Phones Plan (Integration with Volunteer Phones)

- a. Phone Calls
- b. Tele-Town Hall Meetings
- c. Texting
- d. Virtual Meetings

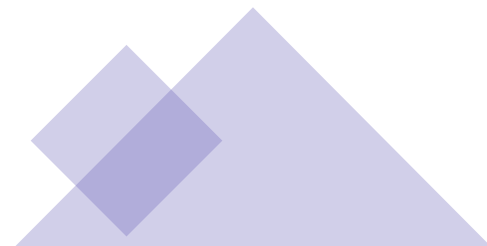
## 6. Online Communications

- a. Website
- b. E-Newsletters
- c. Social Media

## 7. Political Newsletter, Podcasts and Talk Radio Host Programs Plan



# Part VI: Finance, Compliance and Fundraising

- A. Fundraising Plan
    - 1. Candidate's Calls (Major Donors, etc.)
    - 2. Finance Committee
    - 3. Events, Programs and Schedules
    - 4. Political Party Support
    - 5. PAC (Political Action Committee)  
Programs and Lists
    - 6. Direct Mail Fundraising Plan
    - 7. Website
    - 8. E Newsletter/Internet
  - B. Campaign Budget and Spending Plan
    - 1. Finance Law Compliance
- 

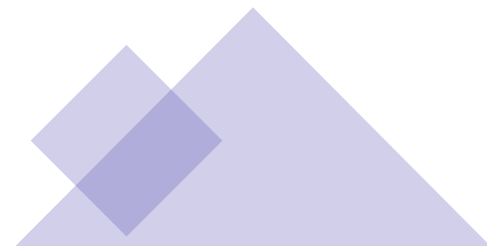


# Part VII: Scheduling

- A. Types of Events to be Targeted and Arranged
  - 1. Geographic
  - 2. Issues
- B. Traveling Aids/Advance Staff
- C. Full Calendar of Events



# Part VIII: Research

- A. The Candidates
    - 1. Our Candidate / Our Issues
    - 2. The Opposition / Their Issues
  - B. Surveys/Polling
    - 1. Benchmark
    - 2. Tracking
    - 3. Focus Groups
- 



On Election Day,  
if voters are thinking about  
the one or two things your opponent wants  
them to be thinking about –  
***YOU LOSE!***

On Election Day,  
if voters are thinking about  
the one or two things you want  
them to be thinking about --  
***YOU WIN!***





## Women Candidates



# Women and Men Are Perceived Differently:

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Men = leaders, tough, get results

Women = caring, ethical, honest







## Heidi vs Howard





# Tiara Syndrome

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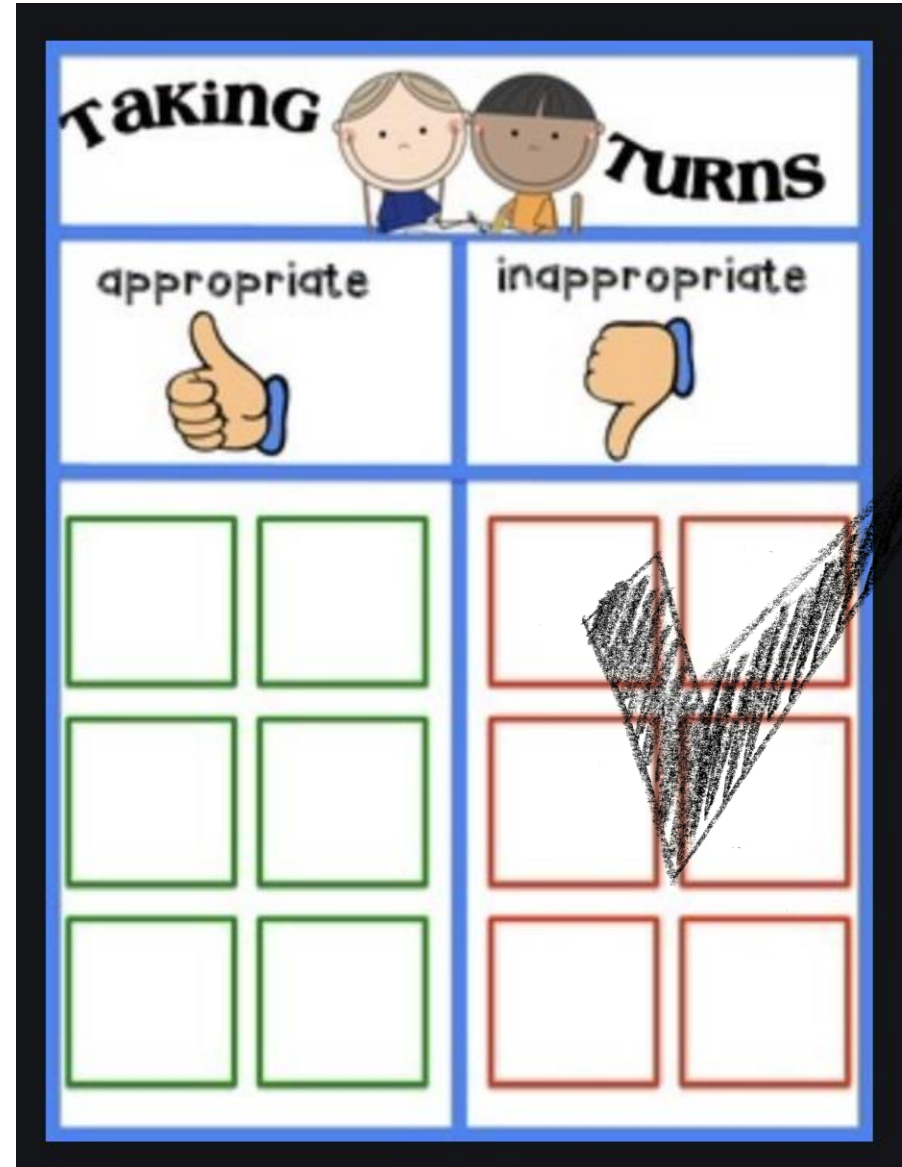
*Carol Frohlinger and Deborah  
Kolb, founders of Negotiating  
Women, Inc.*



Men know they can do the  
job of an elected official.

Women think about  
whether or not they can.

## It's Not Your Turn







## Beware the Glass Cliff

Studies Show -  
Shutting Down  
Inappropriate  
Statements /  
Questions Works  
In Your Favor

## Timbs and Converse? Kamala Harris sports Timberland boots after wearing Chuck Taylor All- Stars

Kelly Tyko, USA TODAY Updated 12 hours ago

Kamala Harris

Add Topic +



**Kamala Harris: 5 things to know about Joe Biden's running mate**

Joe Biden made history when he chose Kamala Harris as his running mate.

- Shut Down the Question, Not the Questioner
- ABC:
  - A = Acknowledge it or shut it down
  - B = Bridge to what you want to talk about
  - C = Communicate your message





## **Mikie Sherrill for New Jersey**

**U.S. Naval Academy graduate, Navy helicopter pilot, former federal prosecutor, wife, and mother of four kids – Mikie Sherrill**



## **Mikie Sherrill for New Jersey**

**U.S. Naval Academy graduate, Navy helicopter pilot, former federal prosecutor, wife, and mother of four kids – Mikie Sherrill**

Don't Run as a "Woman" Candidate –  
But do Share Your Story as a Woman




Now more  
than ever  
there are  
groups to  
support  
women!





## Launch Your Campaign

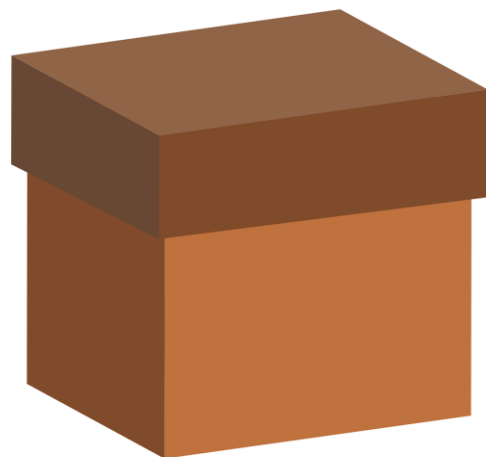
- 1) Start building “your” database.
- 2) Check your digital footprint.
- 3) Write a political bio / label yourself.
- 4) Work on your public speaking skills.
- 5) Determine the office you want to serve in / where can you make the biggest difference.

- 
- 6) Determine if you should talk to your party.
  - 7) Start raising money (after filing appropriate paperwork)
  - 8) Write a campaign plan
    - a) Determine how many votes you need to win
    - b) Determine how much money you need to raise
  - 9) Make an official campaign announcement
  - 10) Run! And don't stop until the polls close!

Launch  
Your  
Campaign



1



2



3



The background of the slide is a blurred image. On the left, a person in a dark suit and light-colored shirt is visible, though out of focus. On the right, there is a graphic of a document with several horizontal lines representing text. Three large, blue checkmarks are drawn over the document, indicating approval or completion. The entire scene is set against a dark, muted blue background.

Who Here is Qualified  
to Run for Office?



Thank you.

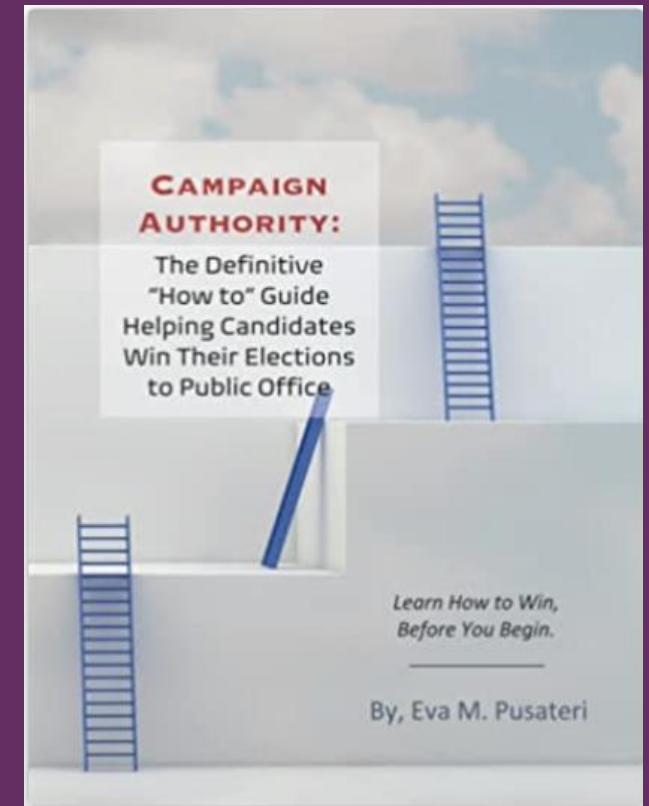
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ExpertCommTrain.com

**Expert**  
**Communications**  
**& Training**



Available at Ready to Run  
(\$20)  
and on Amazon (\$25)