

# Launching Your Campaign

Ready-to-Run

Center for American Woman and Politics

March 2026

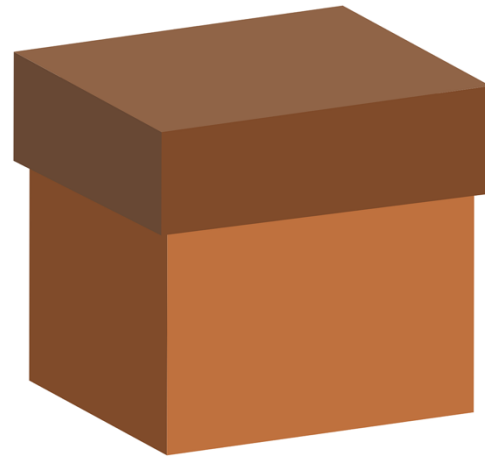
- Later
- Tomorrow
- Today
- NOW**

*Presented by,*  
Eva M. Pusateri  
Founder & CEO

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




**1 - \$150.00**



**2 - \$130.00**



**3 - \$110.00**



I've looked in  
window of  
campaign and  
I can't know to  
political  
aign – for fre

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**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

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## "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



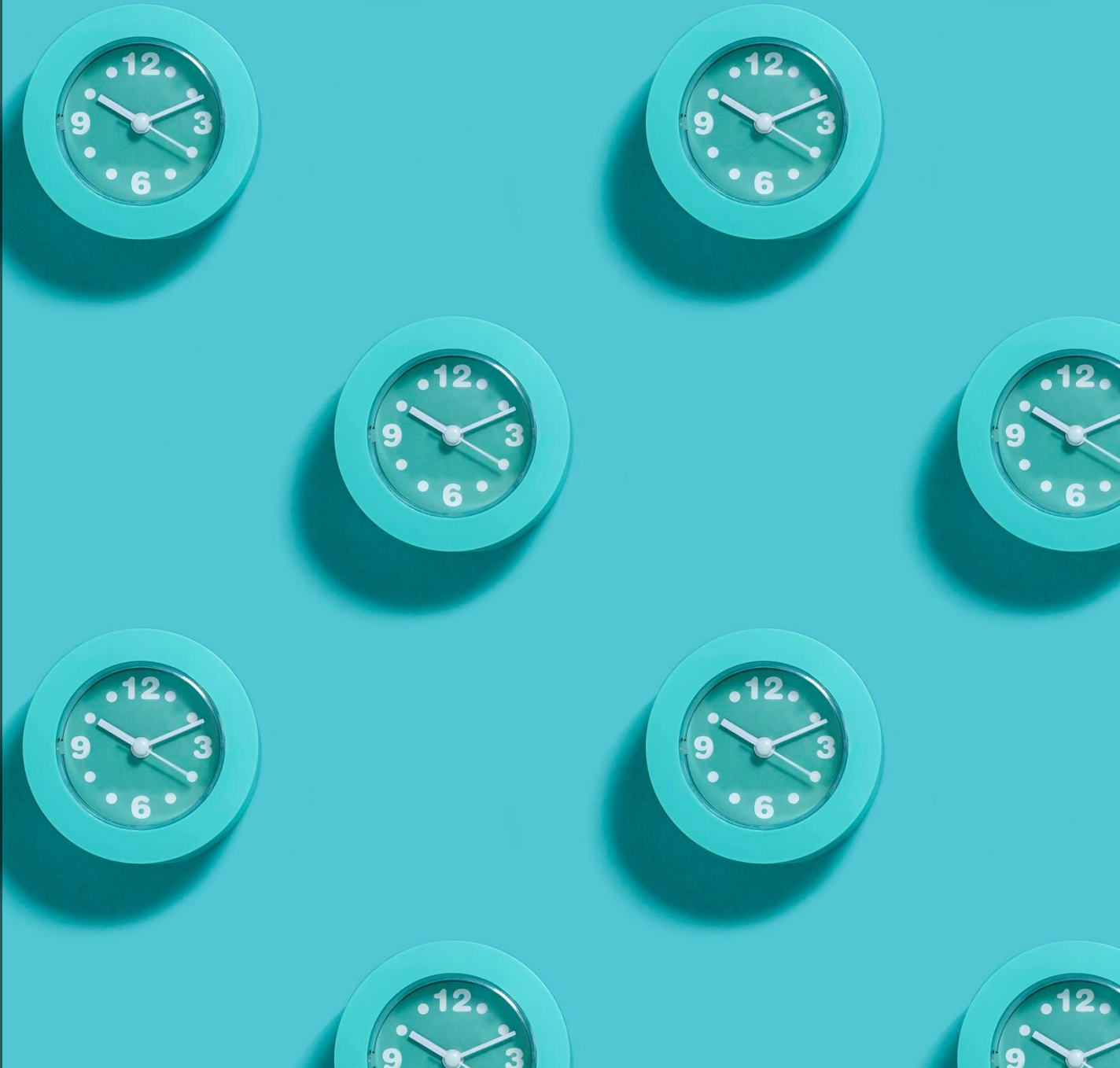
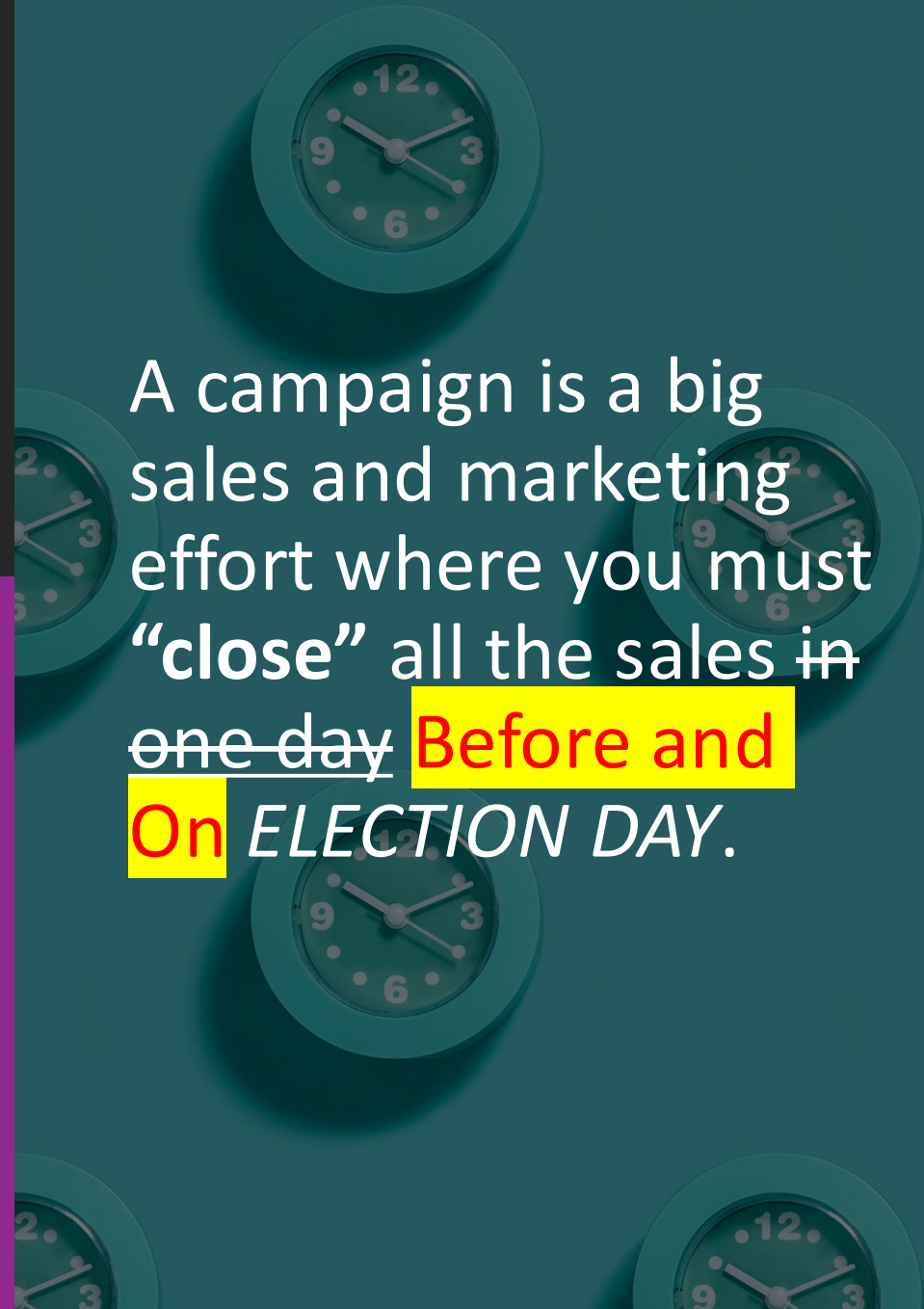
# What are the “Job Qualifications” Required to Run for Elected Office?

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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:

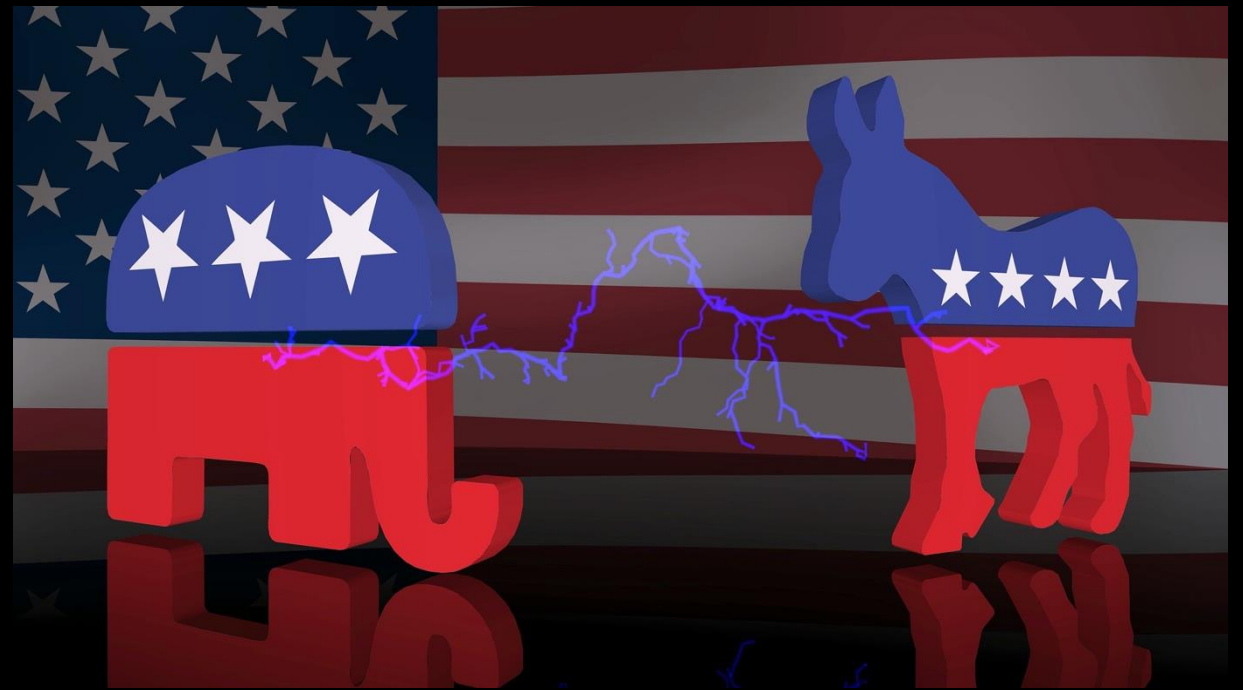
Capture

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

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

**Preparing** to Launch Your Campaign

## 1) Political Environment



What is happening in politics – 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>2/3 - 3/3</b>	—	<b>35.9</b>	<b>56.5</b>	<b>Spread -20.6</b>
<u>Quantus Insights</u>	2/19 - 2/19	1624 LV	41	54	<b>Spread -13</b>
<u>Economist/YouGov</u>	2/27 - 3/2	1366 RV	34	58	<b>Spread -24</b>
<u>Harvard-Harris</u>	2/25 - 2/26	1999 RV	38	52	<b>Spread -14</b>
<u>Rasmussen Reports</u>	2/22 - 2/26	1887 LV	40	54	<b>Spread -14</b>
<u>Big Data Poll</u>	2/16 - 2/18	2012 RV	36	57	<b>Spread -21</b>
<u>Reuters/Ipsos</u>	2/13 - 2/16	1117 A	21	64	<b>Spread -43</b>
<u>Yahoo News</u>	2/9 - 2/12	1149 RV	34	59	<b>Spread -25</b>
<u>Cygnal</u>	2/3 - 2/4	1500 LV	43	54	<b>Spread -11</b>



RealClearPolitics Poll Average

**35.9** Right Direction **56.5** Wrong Track **-20.6**

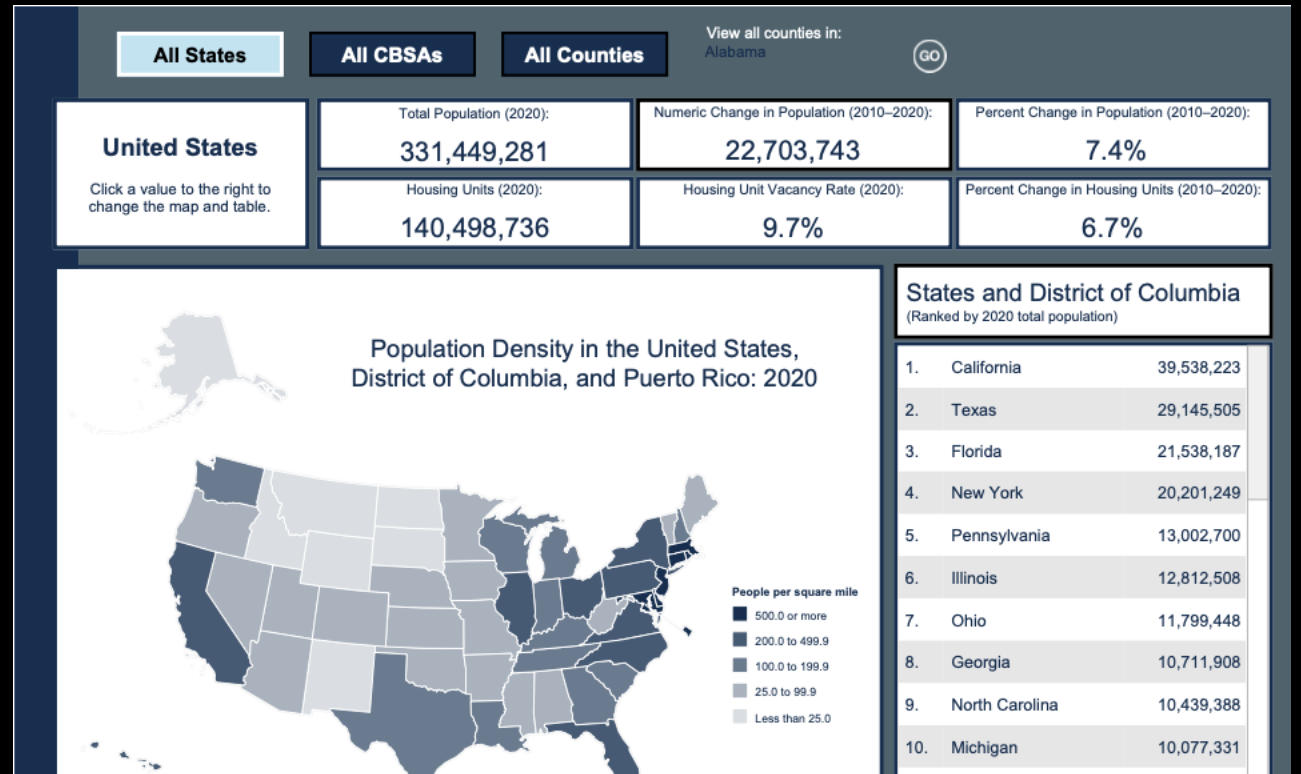


2026: The Economy

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

2/1/26

#### Statewide Voter Registration Summary

COUNTY	UNA	DEM	REP	CNV	CON	GRE	LIB	NAT	RFP	SSP	total
Atlantic	71728	69235	61555	444	427	375	819	193	60	271	205107
Bergen	258146	252548	163742	1093	864	1072	2084	386	101	543	680579
Burlington	125606	143552	98949	670	518	622	1477	272	72	391	372129
Camden	133926	181583	71232	882	774	750	1578	410	95	503	391733
Cape May	23180	18535	34288	157	137	107	318	61	9	74	76866
Cumberland	38058	31475	25561	285	354	175	420	161	36	192	96717
Essex	204765	295199	65730	901	931	804	1319	457	155	638	570899
Gloucester	74993	85496	67599	450	339	388	1122	161	32	259	230839
Hudson	146587	225704	55081	940	888	889	1585	384	117	614	432789
Hunterdon	30941	31589	44153	141	99	121	389	40	15	63	107551
Mercer	101827	119133	43727	588	578	541	937	299	48	415	268093
Middlesex	228828	239132	112459	1253	1138	1150	1802	473	124	733	587092
Monmouth	191007	142119	169205	920	682	779	1972	319	73	380	507456
Morris	131399	118798	137623	567	412	600	1466	214	46	302	391427
Ocean	171038	103546	202173	1091	822	762	1858	315	88	440	482133
Passaic	121176	134698	81129	930	754	731	1173	348	95	473	341507
Salem	18384	14508	16630	164	90	105	290	40	10	74	50295
Somerset	99509	92334	66282	394	310	456	912	138	41	222	260598
Sussex	40025	27362	52508	321	169	256	719	81	21	129	121591
Union	141382	179341	69008	787	717	571	1161	339	88	415	393809
Warren	26309	24745	38397	256	202	221	625	90	19	123	90987

total	2378814	2530632	1677031	13234	11205	11475	24026	5181	1345	7254	6660197
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# Launching Your Campaign:

Capture

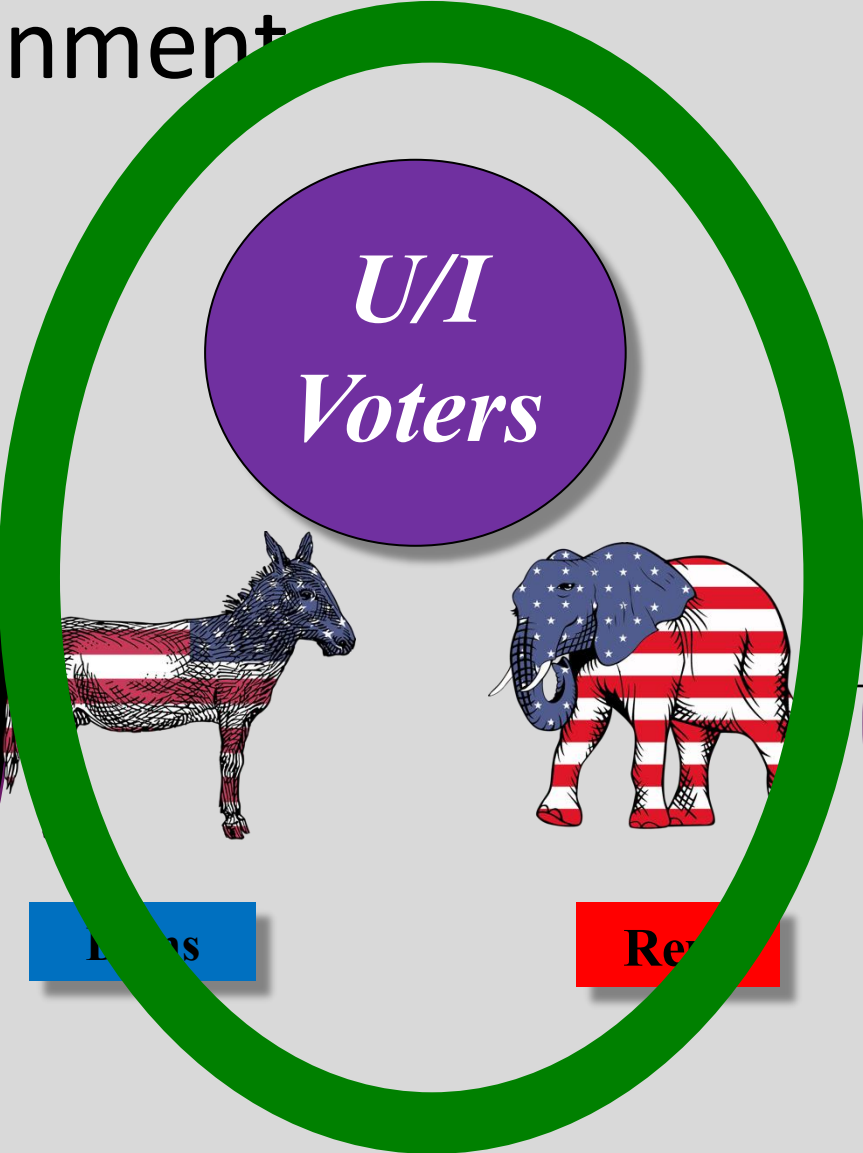
Count

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

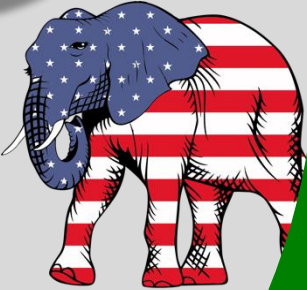
# Electoral Environment



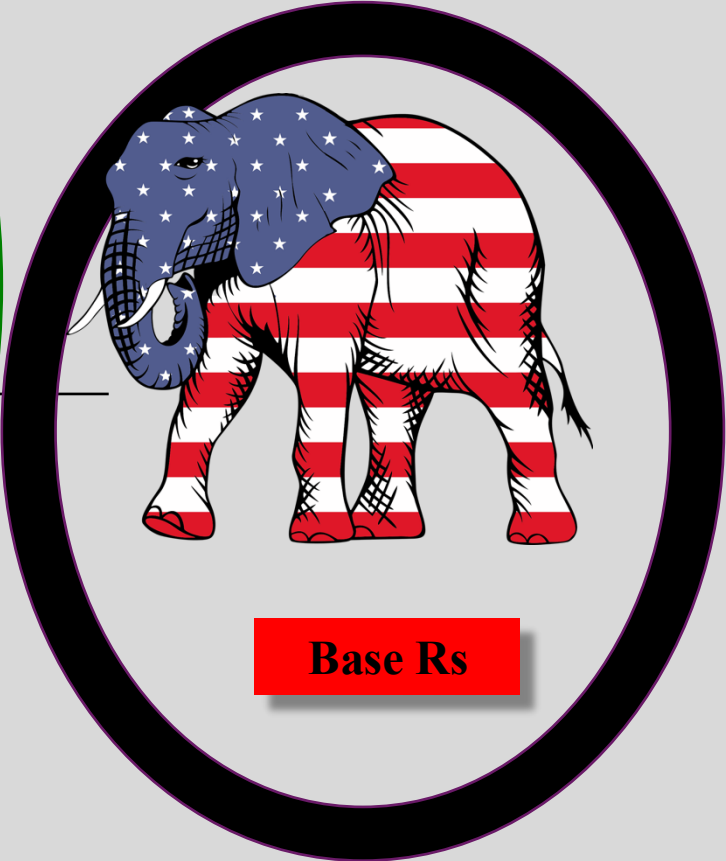
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## Types of Elections

### By Year

- Presidential year
- Gubernatorial year
- Odd/Off year

### By Election

- General Election
- Primary Election
- Special Election

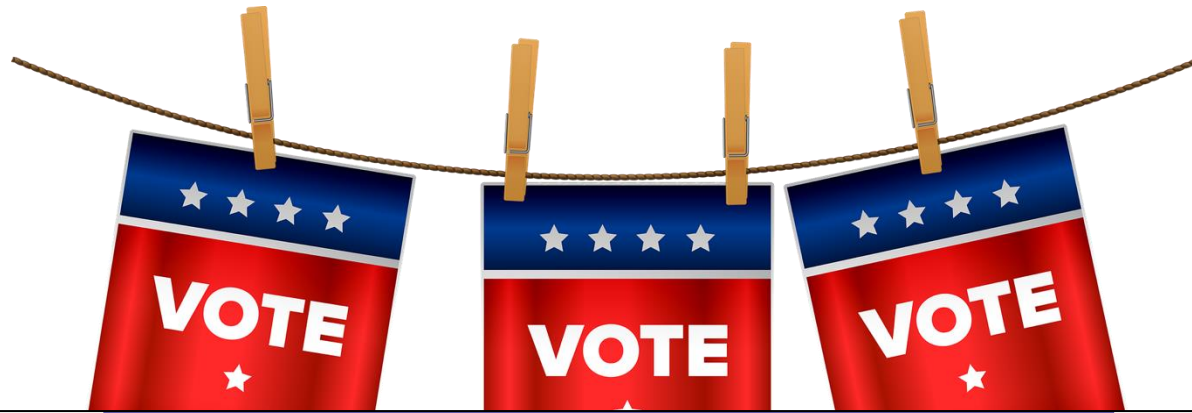
## Determine the Ways People Can Vote in Your State.

### By Mail

- Absentee
- Permanent Absentee
- Overseas / Military Voter

### In Person

- Early Voting
- Election Day



What about the line?

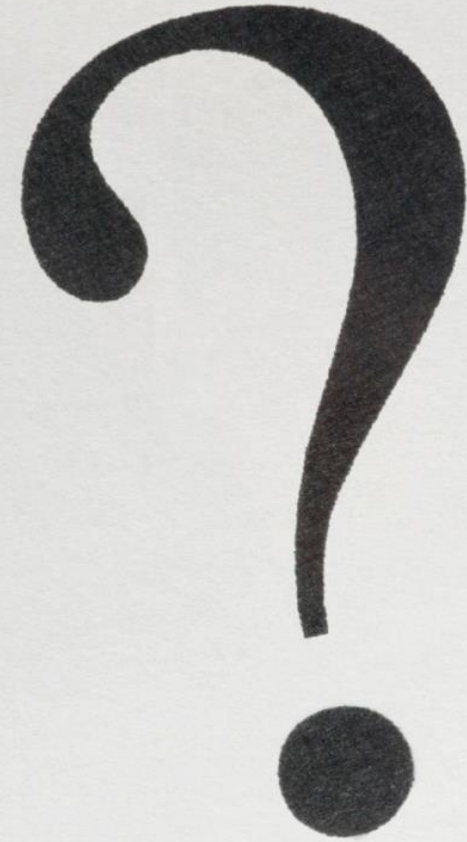
# Targeting

- 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>

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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



The American President

DVR Lewis, shut up.



1:07:20



Pause

HOME  
TOWN  
23:24  
ALL NEW  
SUNDAY 8|7c



**“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

	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...
	Negative Personal Attacks on Your Opponent	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

## 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
- 



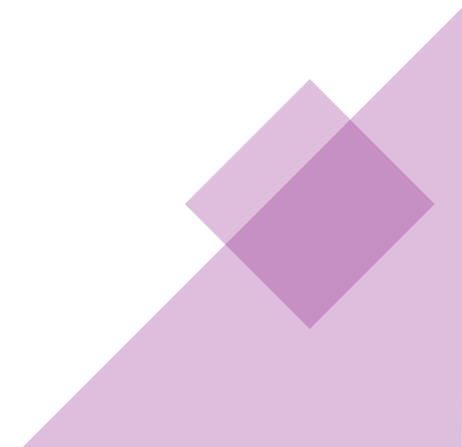
# Part IV: Grassroots Field Operation and Neighbor- To-Neighbor Program

- 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

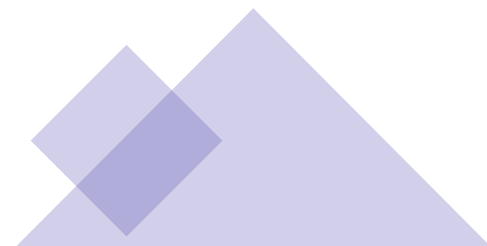
6. Online Communications

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

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



# Part VI: Finance, Compliance and Fundraising

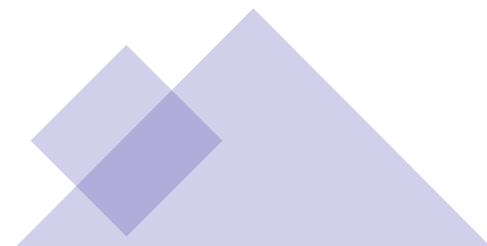
- A. Fundraising Plan
    - 1. Candidate's Calls (Major Donors, etc.)
    - 2. Finance Committee
    - 3. Events, Programs and Schedules
    - 4. Political Party Support
    - 5. PAC (Political Action Committee)  
Programs and Lists
    - 6. Direct Mail Fundraising Plan
    - 7. Website
    - 8. E Newsletter/Internet
  - 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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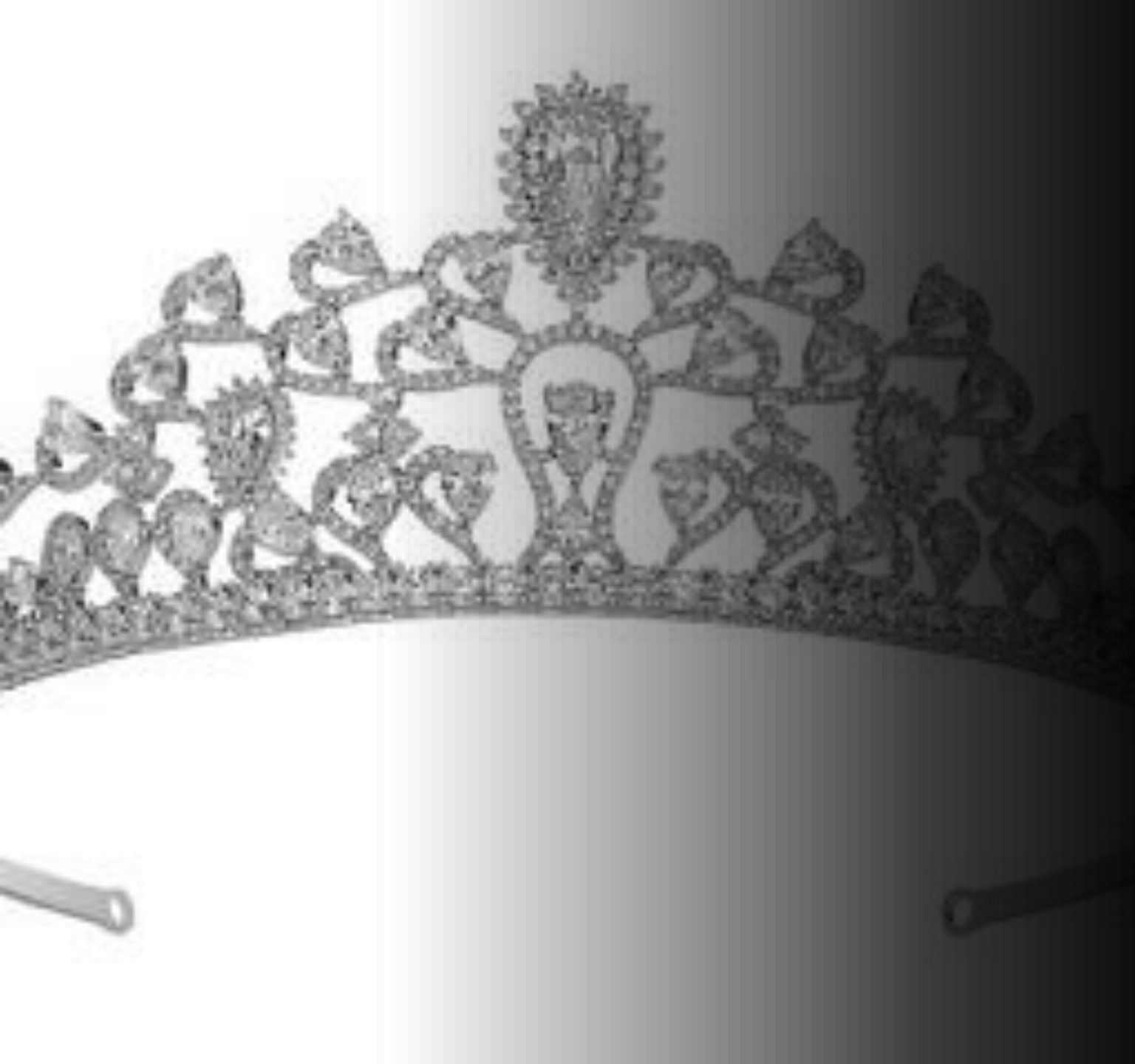
Men = leaders, tough, get results

Women = caring, ethical, honest





## Heidi vs Howard



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## 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



TAKING  TURNS	
appropriate	inappropriate
	
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



## 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**

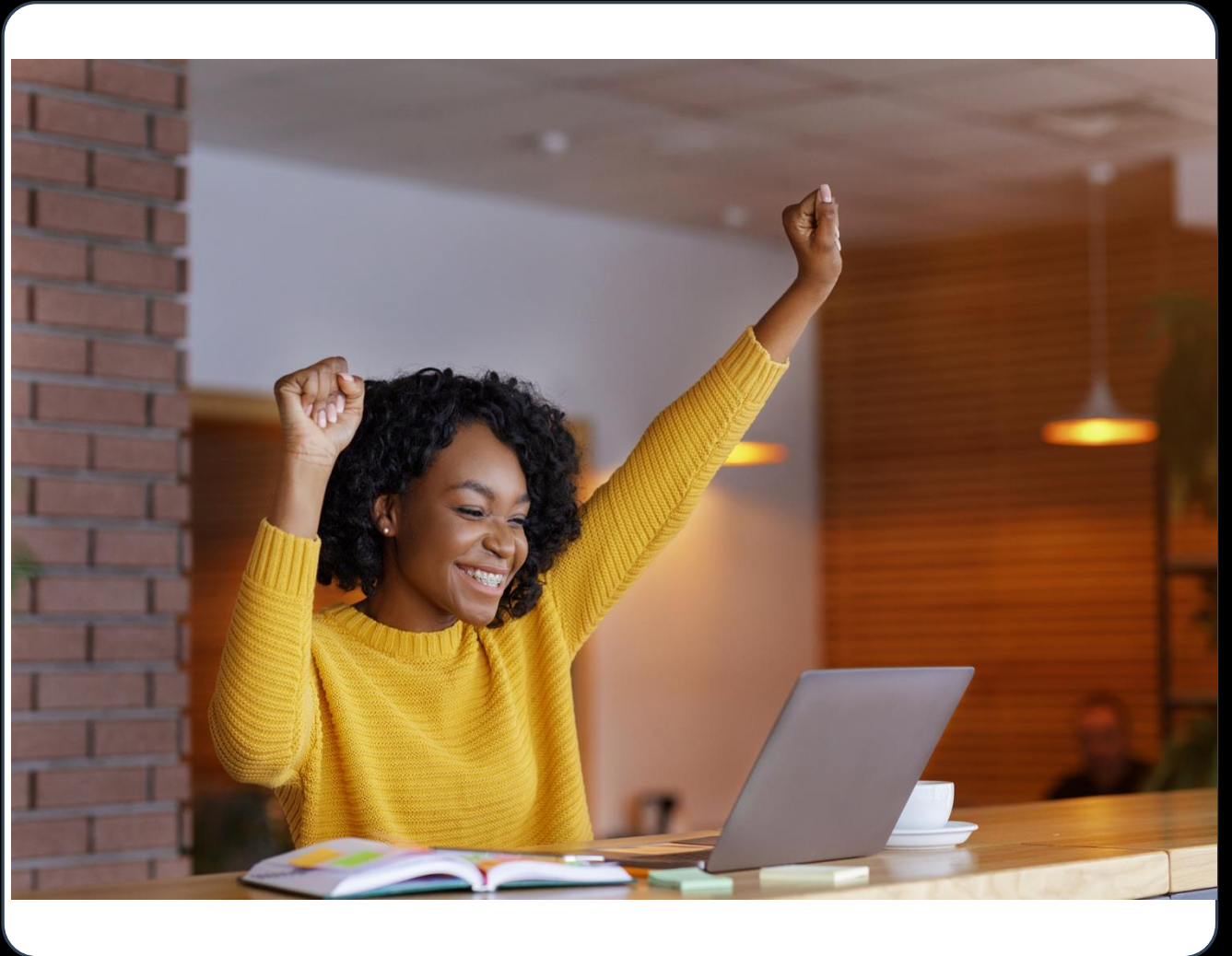


## **Mikie Sherrill for New Jersey**

**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

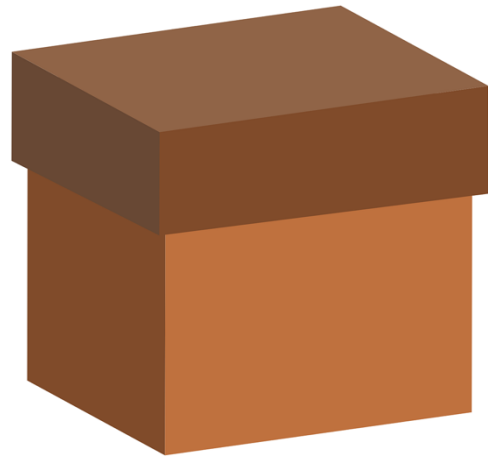
- 1) Start building “your” database.
- 2) Check your digital footprint.
- 3) Write a political bio / label yourself.
- 4) Work on your public speaking skills.
- 5) Determine the office you want to serve in / where can you make the biggest difference.

- 
- 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 features a blurred image of a person in a dark suit and white shirt, standing in front of a document. The document has several horizontal lines representing text and three large, blue checkmarks on the right side. The entire scene is overlaid with a semi-transparent dark blue rectangle.

Who Here is Qualified  
to Run for Office?

Thank you.

**Eva M. Pusateri**

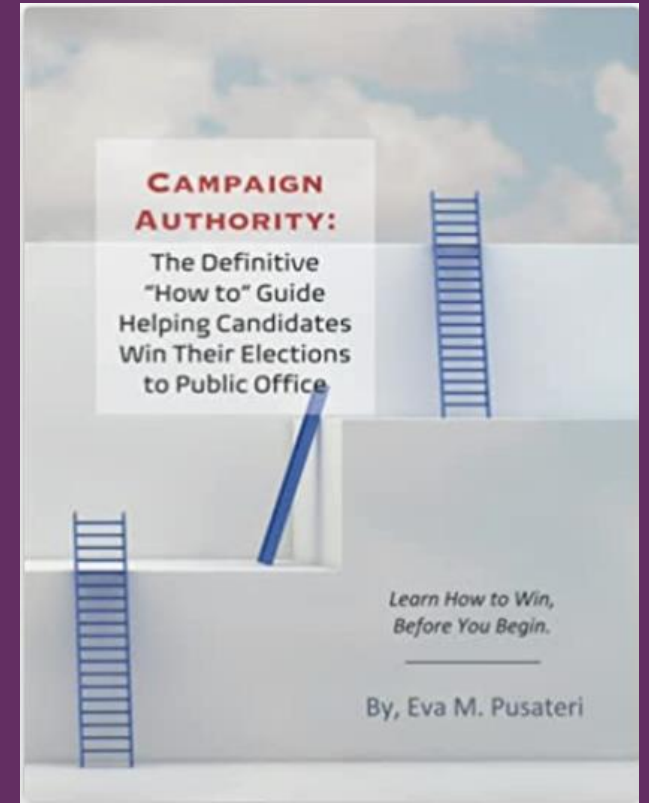
**Founder & CEO**

Eva@ExpertCommTrain.com

708-638-0140

ExpertCommTrain.com

**Expert  
Communications  
& Training**



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