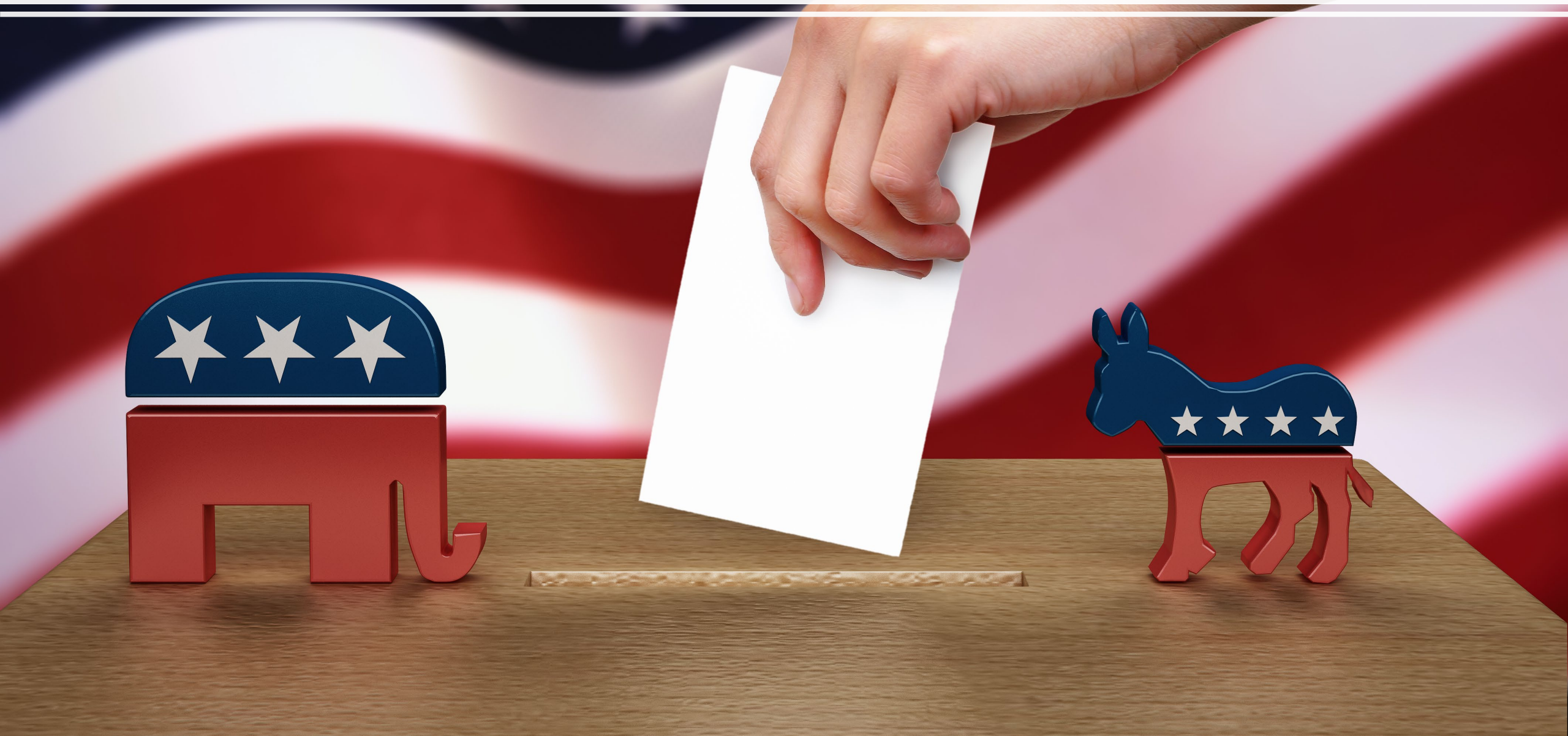


Campaigning During COVID-19 (Part II)



If You Missed Last Week



IT'S OKAY TO
CAMPAIGN



IT'S OKAY TO
FUNDRAISE



NO ON NEGATIVE
CAMPAIGNING



When is it Okay?
How Much is Too Much?

It is Always the Right Time to Do the Right Thing:


Be a leader during these very troubling and uncertain times and help your community.

You and your team need to sit down and determine when, during COVID, it is okay to campaign based on what is happening locally and in your state. And at what level of intensity.



If you fail to plan,
you plan to fail.

Assessing and Restructuring Your Campaign

- 
- 1) Re-Evaluate Budget and Fundraising Numbers
 - 2) Update Organizational Chart and Job Description
 - 3) Upgrade Your Technology Capabilities
 - 4) Keep, but Shift Grassroots Efforts
 - 5) Prioritize Lower-Cost Communications
 - 6) Re-Assure Staff

Update Your Campaign Plan

- Calendar is election day backwards
- ~~Calendar is election day backwards~~



Current/Future Vote by Mail

(Public Record)



Find Out the Current Ways People Can Vote in Your State?

By Mail

- Absentee
- Permanent Absentee
- Overseas / Military Voter

In Person

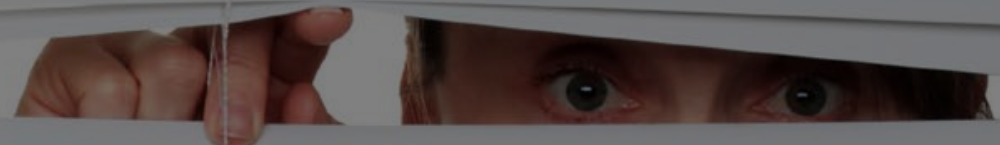
- Early Voting
- Election Day

Register Voters and Get List of New-Registrants as They Happen.

Get Both These Lists

- Talk to them
- Mail them Absentee Ballot Applications
- Track them
- Make Sure They Vote

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

Digital / Online

- Website
- E-Mail / Blast E-Mails
- E-Newsletters
- Social Media
- Paid Online Advertising

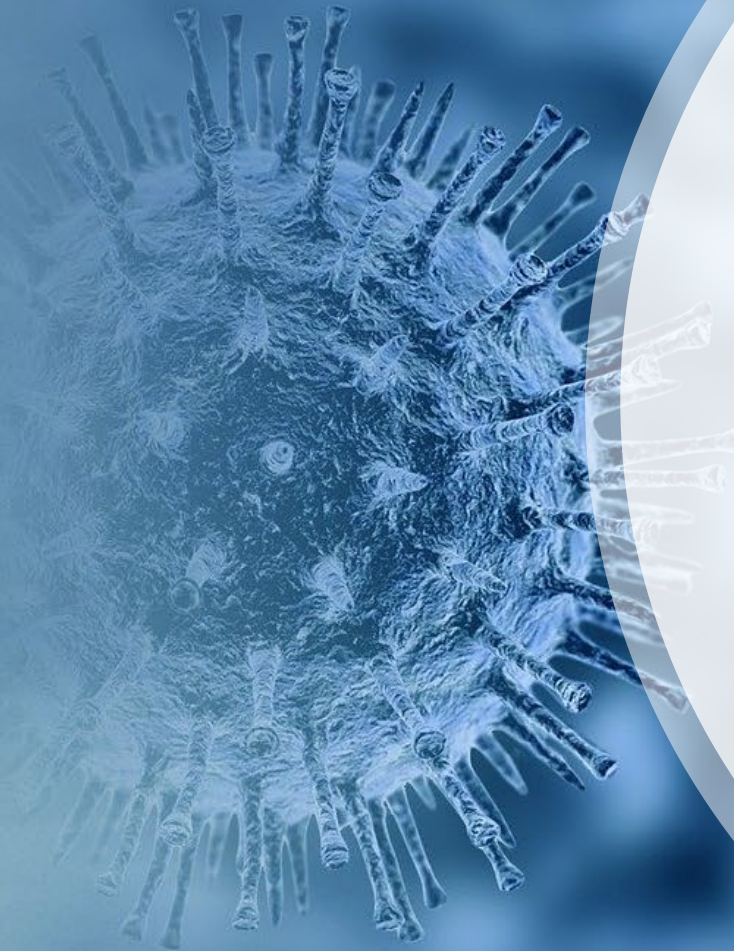


Keeping Volunteers Engaged

Regular Meetings (video conference)

- Team check in, how are they doing?
- Neighborhood check in.
- Leave each meeting with assigned goals.
- Reassure you have a plan, this is doable (leader).





Fundraising

- Phone Calls / Direct Ask
- Finance Committee to Make Ask
 - Make Intros
- Website
 - All Social Media Link to This
- Blast Emails
- E-Newsletters
- Instead of House Parties – Video Conferencing Parties
- Mail (maybe)

**THINK
OUTSIDE
THE BOX**

O	X	O
X	X	O
X	O	X



Building Your Fundraising Database

- Your personal lists
 - Friends, family, colleagues, clubs/organizations
 - Does not have to be in your district
- Your party leaders
 - And Ask them for intros
- Elected leaders in your state in your party
- Finance Chair
 - Finance Committee
- Volunteers can add names / make introductions
- Start calling people in your party who vote all the times in primaries.



Consider Building Your Own Voter File

1. Free: If you do not have a primary contest, ask your state party
 - Online, they collect your information.
2. Cost: Purchase lists as you go
3. Cost: Buying a complete file
 - Update and append w/early voting records
 - Must update after each election with new vote history
 - Keep your own proprietary lists

Message Development



- What are people most concerned about?
- What kind of information do they need?
- What are they looking for from their leaders?
- WHY YOU!

Possible “Resources” of Information to Share **LINKS** to Them

- Fed/State/Local Gov all have websites
 - Some have texting updates
 - Reputable Health Websites (NIH – National Institute of Health, etc)
 - Local Network News Websites
 - Local Charities
-

Part I & Part II Summary



2020



LOADING...

- Define “Why You” During COVID
- Update Your Strategic Campaign Plan
 - Scale back as per your community needs
- Re-Evaluate Your Fundraising Goals
 - and Your Budget Accordingly
- Shift Communication Focus to Digital
- Build Your Own Lists
 - Includes Upgrading Technological Ability
- Be Prepared for More Voting By Mail

Thank You



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