



# Launching Your Campaign

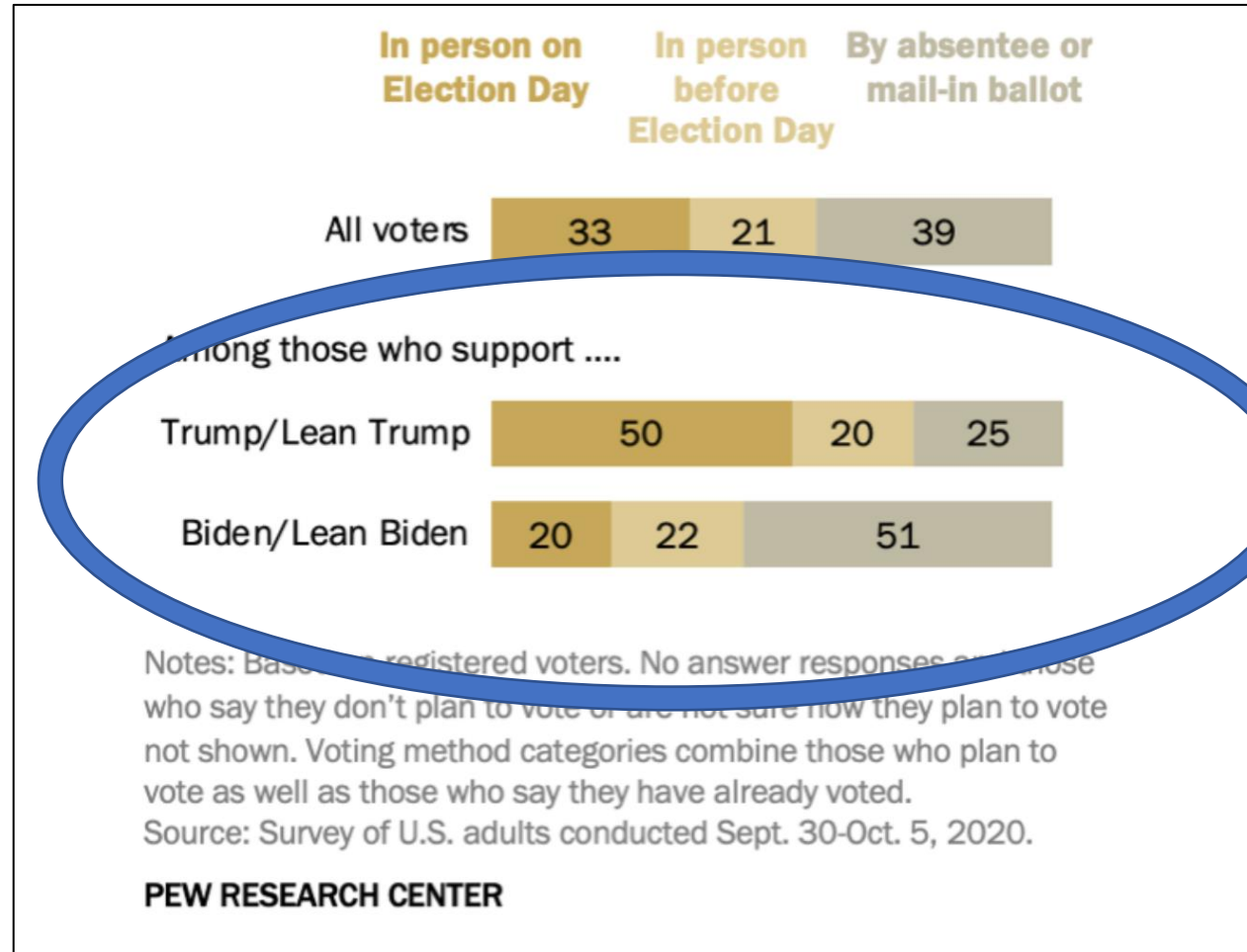
Ready to  **RUN** TM Campaign Training  
for Women

*Presented by,*

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

## 2<sup>nd</sup> COVID Campaign Cycle







# GOAL \* PLAN \* SUCCESS

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

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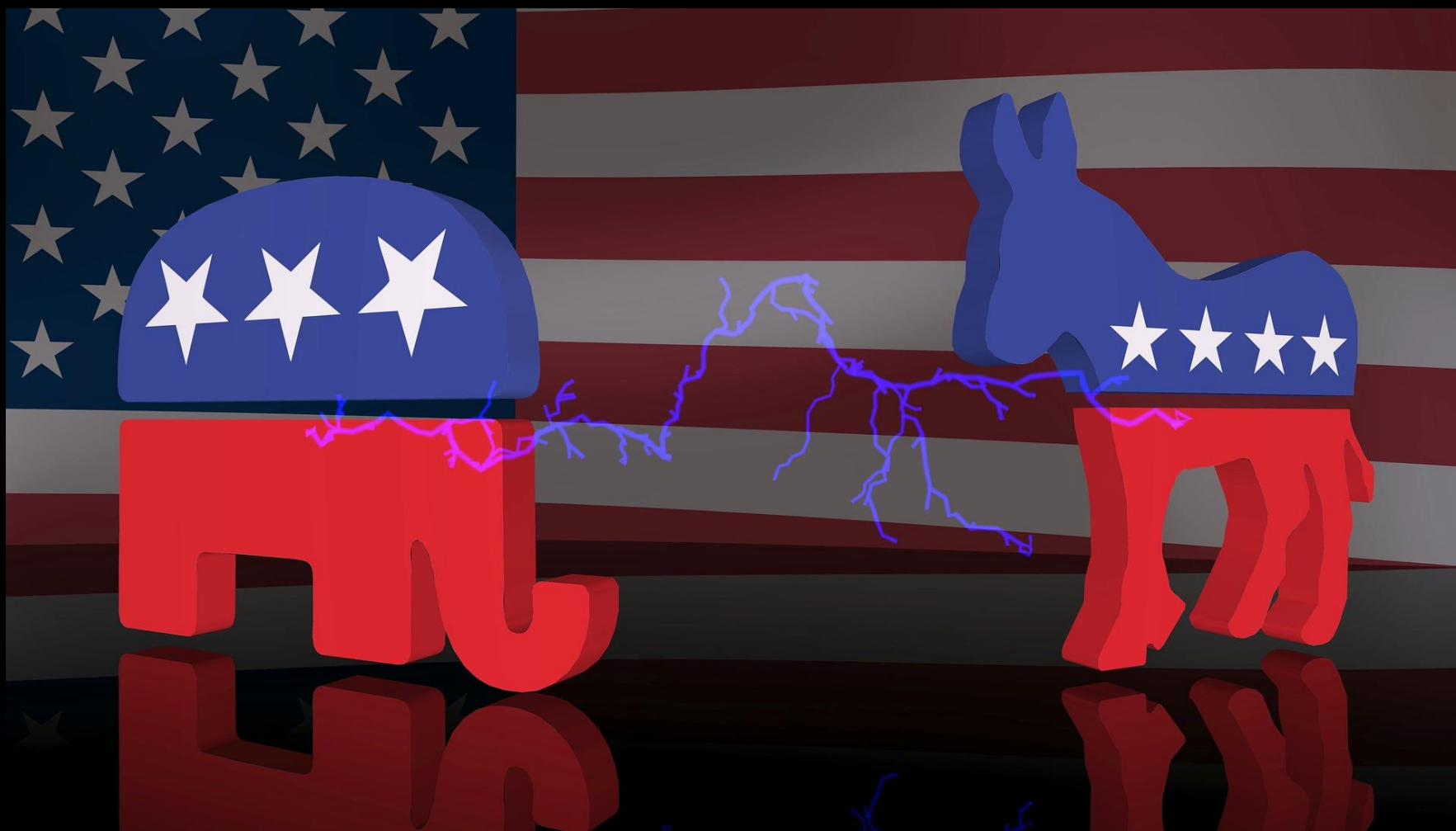


# This is what counts...

(literally and figuratively)

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





## 2021 Political Environment

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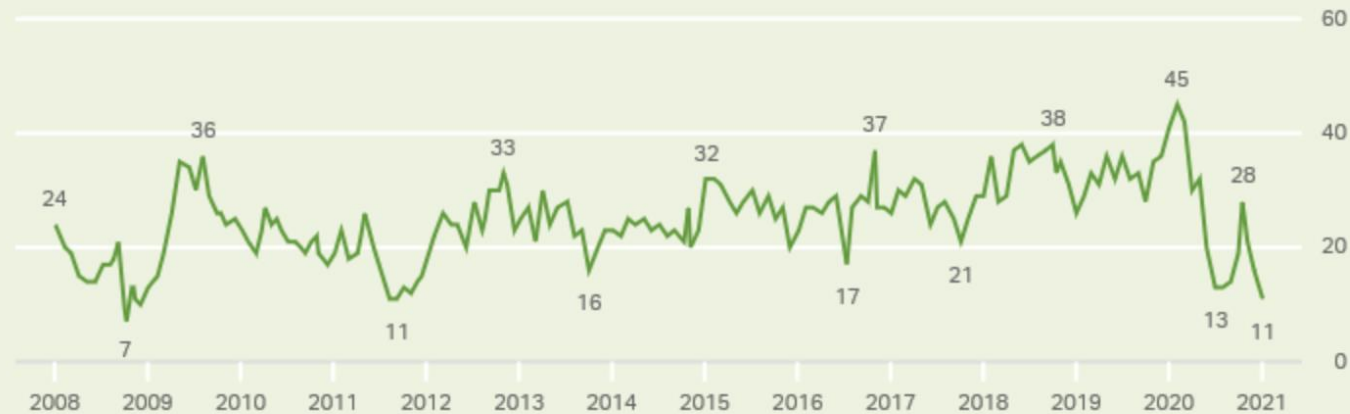
# U.S. Satisfaction at 11% in Early January

BY FRANK NEWPORT

## Americans' Satisfaction With U.S. Direction

In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?

— % Satisfied



Trend since 2008

GALLUP

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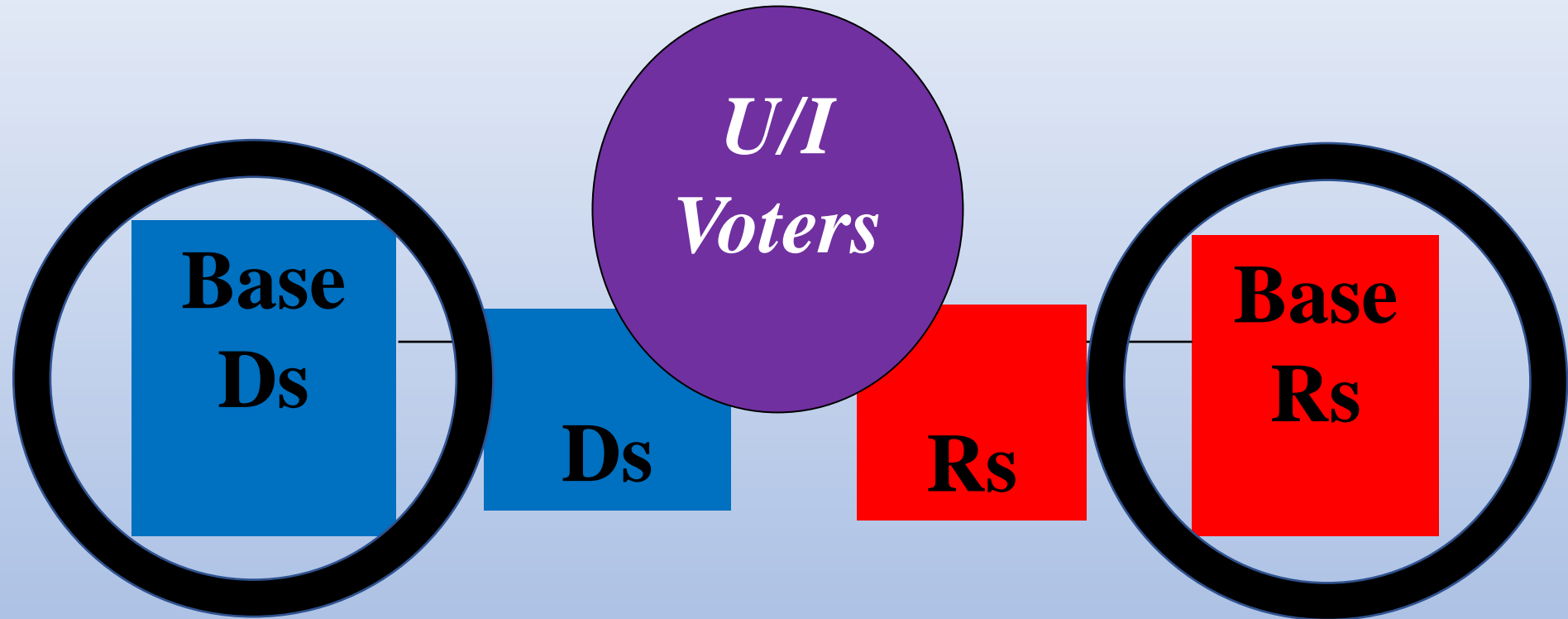
## Demographic Environment - TODAY

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# Electoral Environment



# Types of Elections

## By Year

- Presidential year
- Gubernatorial year
- Odd year

## By Cycle

- General Election
- Primary Election
- Special Election

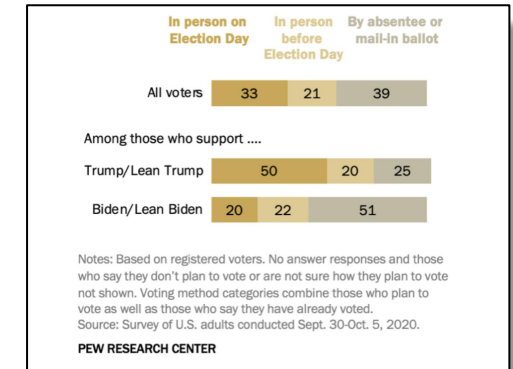
## Find Out the Current Ways People Can Vote in Your State?

### By Mail

- Absentee
- Permanent Absentee
- Overseas / Military Voter

### In Person

- Early Voting
- Election Day



# 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)

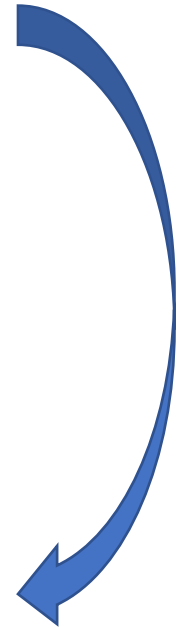
Population: 100,000

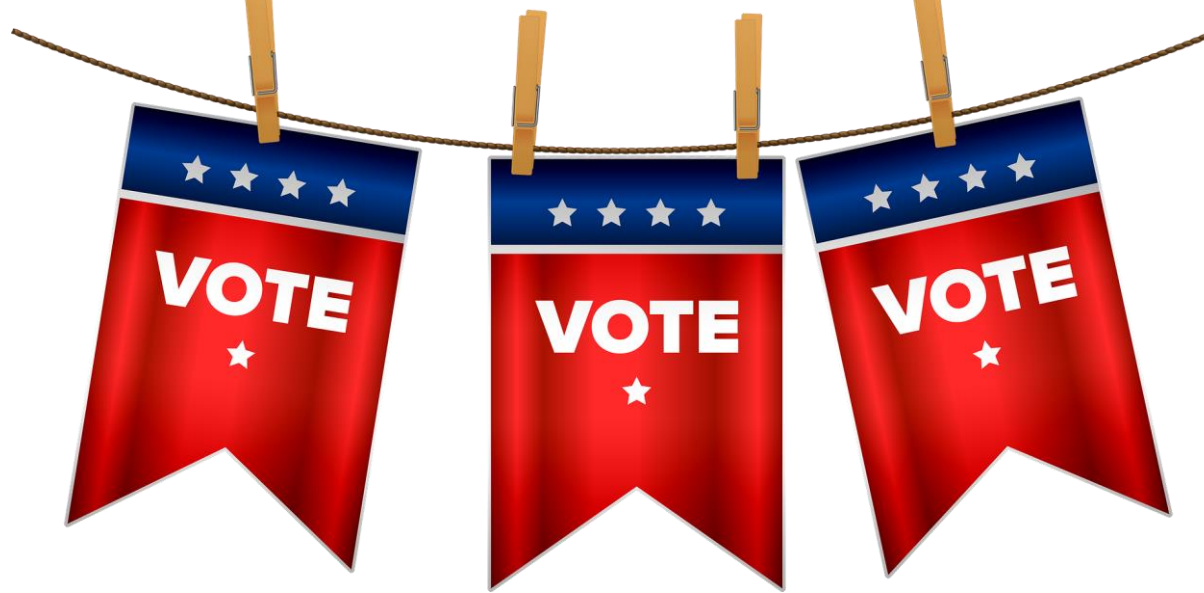
Registered Voters: 66,000

Average Voters: 44,000

District Turn-out 50%: 33,000

Vote Goal: 16,501





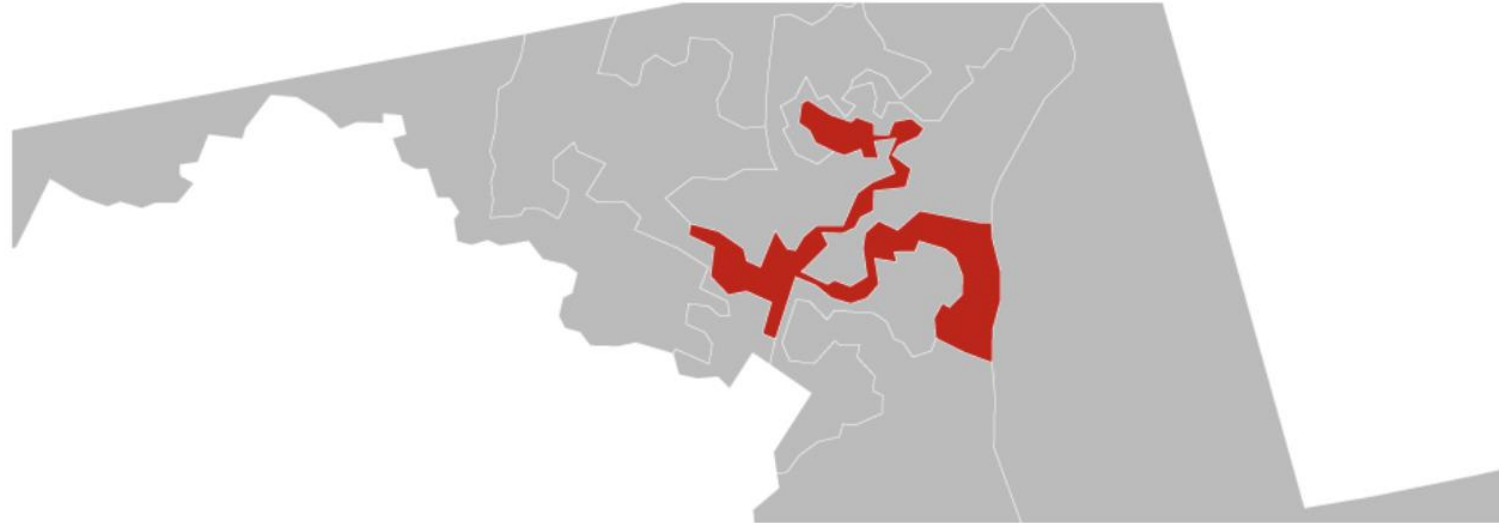
**Electoral College**

**Popular Vote**

**Ranked Choice**

# 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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## COVID HOW TO

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

## Key Takeaway from 2020 -

The idea that women candidates aren't as electable as their male counterparts is a myth.

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.

# Qualified

- 1) Self-identify as qualified.
- 2) Work across the aisle.
- 3) Find creative solutions, build public private partnerships.
- 4) Offer a written economic plan.
- 5) Team leader, make decisions and delegate.

# Likeable

- 1) Things that make you qualified also make you likeable.
- 2) Voters don't care what you know, until they know that you care.
- 3) Listen.
- 4) Be decisive and confident.
- 5) Show strength.

# 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.*



# Self-Identify as Qualified

**Susie Smith –**

**Successful Small Businesswoman and Qualified Leader**


**Betty Bellson for Congress –**

**Qualified, Hardworking, Gets Results**

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A decorative graphic in the top right corner consisting of several overlapping, curved lines in shades of light blue and green, creating a sense of movement and depth.

**“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**

100

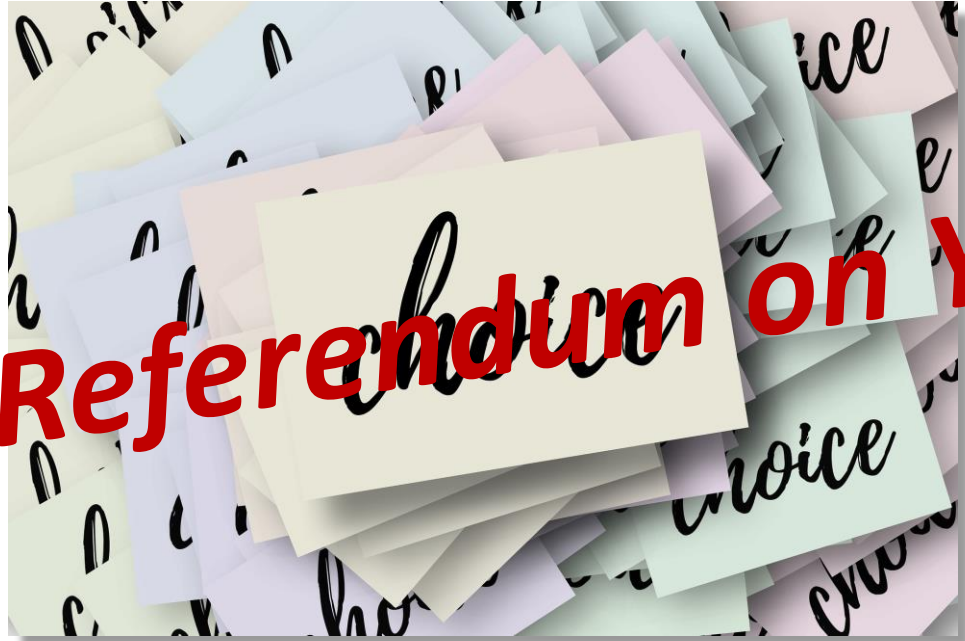
Conversely -- understand what separates you from voters and figure out the strategy to overcome that gap.



# Message Grid



# NOT a Referendum on You



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

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





## Write a Fundraising Plan

- Direct Ask
- Finance Committee
  - Max out
  - Make Intros
- Website
  - All Social Media Link Back
- Letters
  - E-newsletters
- Events (w/sponsorship)

Virtual

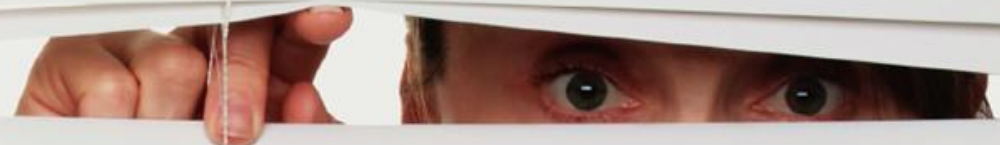


# Grassroots =

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Identify your supporters  
and  
make sure they vote for you.

# Grassroots & Outreach Efforts



**NO**

Stay away  
from senior  
centers.

**Kinda  
Sorta  
Not Really**

Social  
Dist

**Virtual**

**YES**

Everything  
else.\*

Phone Calls  
Door-to-Door  
Mailers  
Lit Drops  
Yard Signs  
Coalitions  
Tele-town Hall  
Texting  
Earned Media  
Owned Media

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

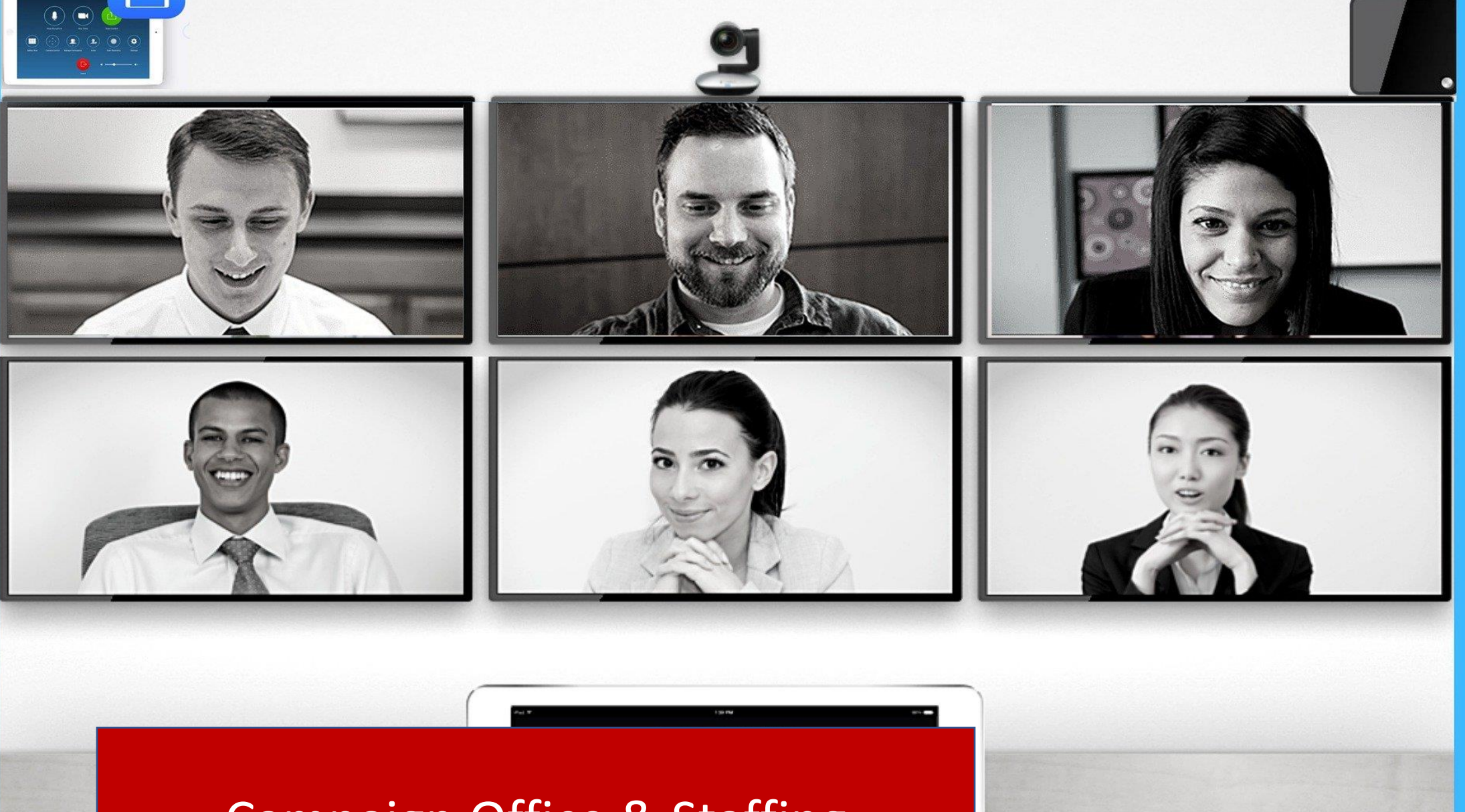
# Online / Owned Media

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







## Campaign Office & Staffing

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Launching  
During  
COVID

- ❖ Verify your district and get district maps
- ❖ Start building “your” database
- ❖ Build up technology

- ❖ Define why you during a crisis =
  - ❖ qualified on economy
- ❖ Own your owned media.
- ❖ Focus on vote by mail/early voting

Launching  
During  
COVID

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Kamala Harris is sworn in as vice president on Wednesday. Erin Schaff/The New York Times

# Thank you.

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