



# CAMPAIGNS ON THE CHEAP

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Building your campaign without breaking the bank

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# Campaign Basics: Rules of the Road

- Time is the most precious commodity on a campaign
- Take stock of your assets, identify your liabilities
- Prioritize your campaign activities and do them well
- Invest your resources where they have the most value

# Building Your Campaign Team

- Creating a steering committee
- Establishing roles, decision making, and accountability
- Identifying your volunteer base
- Hiring consultants and staff

# Finance

- Developing a budget and benchmarks for fundraising
- Using your steering committee and volunteers
- Identifying donors
- Bookkeeping and compliance

# Messaging

- Focusing on the benefits
- Conducting research
- Collecting stories

# Communications

- Creating a communications plan
- Identifying your messengers
- Preparing and executing media relations
- Repetition, Repetition, Repetition

# Grassroots Voter Contact

- Matching your activities to your volunteer base
- Managing your voter contact data
- Door knocking and phone banking
- Getting Out the Vote

# Concluding Thoughts

- Start early to can shape the conversation from the start
- A long build for a sprint to the finish
- Choose wisely where to put your time and resources



# Contact Info

**PATH TO VICTORY**  
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