

State Legislative Candidate Training

Big Picture and Priorities

- **Iowa Political Entities**

- House Truman Fund
- Senate Majority Fund
- Coordinated Campaign
- Congressionals
- Interest Groups
 - ISEA
 - AFSCME
 - Planned Parenthood
 - Etc.

Initial To-Do List

1. Headshot and Biography
2. Announcement
3. Letterhead and Envelopes
4. DR-1 and Treasurer
5. Community Leader Meetings and Community Events Calendar
6. "Why are you running?"
7. Name Badge
8. Meet with Community Leaders

Three Phases of a House Campaign

1. Now: Getting Organized

- Begin Fundraising
- Complete To-Do List
- Recruit Volunteers—Your Kitchen Cabinet

Successful Phase 1

- To-Do List complete
- Ready to knock doors
- 15% to Fundraising Goal

2. Mid April-Labor Day : Connecting with Voters

- Raising Money
- Knocking Doors
- Generating Absentee Ballot Requests (ABRs)

Successful Phase 2

- 65% to Fundraising Goal
- Knocked every No Party and Democrat household
- Generated 1000 ABRs

Labor Day through Election Day: Closing the Deal

- Raising Money
- Calling early voters and persuasion targets

Successful Phase 3

- 100% to Fundraising Goal
- Called every early voter and persuasion target
- Effectively communicated with your voters

Set the Right Priorities

90% Rule: Dollars and Doors

- Talking to Voters
- Raising Money

Communication and Messaging

Why Are You Running?/Stump Speech

- Have concise answers to the following question, “Why are you running?”
- Your stump speech is the long version of your answer.
 - i. Introduction
 - ii. Bio
 - iii. Why you are running
 - iv. Conclusion

Media and Message

- local media
- Tips on developing your message
- Social Media Dos and Don'ts
- Surveys and Questionnaires

Field

Voter Contact

Door knocking is the most effective form of communication between a campaign and a voter.

GOAL: Knock every targeted household

Average House District=**8,500 Doors**

Rate: 20 doors/hour

X 20 hours/week

400 doors/week

8,500/400= **21 Weeks**

What Do I Say To Voters?

- Introduce yourself
 - Who you are and why you're running
- Ask for their support
 - Record this information
- Ask about the issues they care about
 - Take notes!
- *If they will definitely vote for you—Sign them up for an ABR*

Early Voting in Iowa

- What is an ABR?
 - Mail ballot
- Why vote early?
 - Banks votes early
 - Saves resources
 - Allows you to focus on persuasion

Democrats regularly lose on Election Day. Early voters are crucial to our success.

Tracking Data

Horse Race Code: Each campaign's unique survey question data.

EX: In the upcoming election for House District 1, will you:

1—Definitely support Mary May, the Democrat

2—Probably support May, the Democrat

3—Undecided

4—Probably support John June, the Republican

5—Definitely support John June, the Republican

Post Labor- Day

- Switch to Persuasion
 - Contact all early voters
 - Contact all undecided/persuadable voters
- Chase Ballots
 - Encourage voters to mail their ballots in quickly
 - Remind them to vote down ticket
- GOTV
 - Turn all remaining supporters out to the polls

Volunteers

Guidelines

- Ask everyone—your network will provide the best prospects
- Have consistent activities
- Reminder calls are a must!
- Keep your volunteers tasked
- Do the work with your volunteers
- Don't forget the Thank Yous!

What can volunteers do for me?

- Door knocks
- Phone calls
- Letters to the Editor
- Postcards
- Fundraising
- Data Entry/Votebuilder Management
- Yard Sign Tracker
- Mailings

Breakout Session

Having an Effective Conversation

- Practice your door and phone stump speech with group
- Be prepared to share!

Fundraising

Getting Started

- DR-1 and Campaign Committee
- Treasurer
- Filing Deadlines
- Fundraising Restrictions
- Restrictions, Ethics and Disclaimers

Basics

- *There are No Tricks*
- Create a Plan
 - Goals
 - Ways to Raise
- Create Fundraising List
 - Target Donors
 - Keep Building Over Time
- Schedule Call Time and Face-to-Face Meetings
- Re-Solicit!
- Thank Your Donors
- Repeat

Ways to Raise Money

- **Phone Calls and Face-to-Face Meetings**
- **Phone Calls and Face-to-Face Meetings**
- **Phone Calls and Face-to-Face Meetings**
- **Fundraising Events**
- **Fundraising Letters**
- **House Parties**
- **PAC/Lobby Contributions**
- **Online Contributions**

Create Your Plan

You must have a roadmap

- Challenging, yet Realistic
- Set Goals in Increments
 - What is my overall goal?
 - What is my monthly goal?
 - What is my weekly goal?
- Hold yourself accountable!
- Early money is the best money

Ways to Raise Money

- **Create a Fundraising List**
 - Friends and Family
 - Holiday Card List
 - Professional Networks
 - Social Networks
 - PACs
- **Schedule Regular Call Time and Meetings**
 - Have a weekly donor meeting goal
 - Keep call time set and sacred
 - Follow-up on outstanding pledges

Remember to keep adding to your list over time. You want to utilize all your newfound supporters and contacts!

Making the Ask

- Know How Much You Want
- Make a Specific Ask
- Ask, Then Don't Talk
- Wait for an Answer
- Work for a Commitment

Re-Solicit Your Donors!

Don't Forget to Thank Every Donor, Every Time

Next Steps

REPEAT

Campaign Budget

April-August

• Letterhead and Envelopes	\$750
• Fundraising Stamps \$1,000	
• Cowboy Cards \$750	
• Summer Parade Fees	\$250
• Votebuilder \$1,200	
• Misc. (Name Badge, etc.)	<u>\$250</u>
\$4,200	

Campaign Budget

September-Election Day

- April-August
\$4,200
- Paid Communication (Mail, Radio, etc) \$35,000-\$60,000

Total Budget **\$40,750-\$65,750**

Fundraising Timeline

Now

- Friends and Family Letter
- Kickoff Event Planning (allow 6 weeks)

May

- May Fundraiser

June

- 1 House Party
- July Fundraiser Planning (allow 6 weeks)

July

- Major Fundraiser

Fundraising Timeline

August

- 2 House Parties (in district)
- Re-Solicit Mailings

September

- 2 House Parties (in district)

October

- Re-Solicit Mailings

Don't forget to keep up with your regularly scheduled call time!

Breakout Session #2

Fundraising Best Practices and Challenges

- Discuss with the group some best practices that you've employed on your race to raise money.
- Discuss challenges of raising money and ways to overcome those challenges.
- Be prepared to share.

Targeting

Ways to Become a Targeted Campaign

Stay on the program!

Field

- Meet your weekly door goals (400 doors/week)
- Stay on track with your ABR goal (1000 by Labor Day)

Finance

- April-Labor Day=65% to Fundraising Goal
 - *EX: Fundraising Goal is \$60,000*
 - *By Labor Day: \$1300-\$1700/week*
- Stick to your budget

Ways to Not Become Targeted

Stray from the program!

- Knock no doors
- Have no visible presence at community events
- Make little progress to ABR goal
- Raise little to no money
- Stray from your budget
- Get off message
- Spending \$ on paid communications without consulting HTF

Tempting Expenditures

Things Not to Purchase

- T-Shirts
- Digital Ads
- Bumper Stickers
- Buttons/Stickers
- Sponsorship of Community Events
- Wooden Nickels
- Notepads
- Newspaper Ads

Most importantly—General Consultants and Paid Staff

Wrap-up and Questions