

BUILD A STRONG CAMPAIGN TEAM





Surround yourself with a team that is “smarter” than you are!

The size of your campaign team will depend on how many of the following activities you or other team members can handle efficiently and effectively:

- **Campaign Management**
- **Campaign Finance**
- **Communications**
- **Grassroots**
- **Community Engagement & Fundraisers**
- **Election Day Operations**
- **Data & Information Technology**
- **Marketing**
- **Legal Advice**

CAMPAIGN MANAGEMENT

Your campaign manager is your
Most Valuable Player.

If you are running for school board, municipal government or a county commissioner seat, you may be able to handle your own campaign management. For larger races, you need a campaign manager that can be a “mini me” for you.

Foremost, this person should be someone you trust 100% and work well with.

A campaign manager should have excellent organizational skills, team management capabilities and political campaign experience.

CAMPAIGN FINANCE

A campaign treasurer must understand the requirements of Michigan Campaign Finance.

If you are running for a smaller race, have accounting experience, and understand campaign finance, you may opt to manage the bookkeeping and campaign finance filings yourself.

Candidates who lack accounting experience and/or are running for a larger seat must find a good treasurer to make sure campaign finance reports are submitted accurately and on time.

COMMUNICATIONS

The campaign communications team has three primary tasks:

- Research
- Content development
- Digital media management - website, mass email, SMS, social media, etc.

Depending on the size of the campaign, the communications team may range from one talented writer (local campaign) to a whole team involving a Director, multiple researchers, multiple writers and an individual to handle each form of digital media (statewide or federal campaign).

GRASSROOTS

This is your “ground game” team to get out the vote. Ground game wins elections.

Depending on the size of the campaign, the “ground game” team may range from one activist with printed walklists to hundreds of grassroots volunteers with get-out-the-vote software going door to door and planting yard signs!

In a perfect world, your campaign has one volunteer per precinct in your district. And even better, you may find active precinct delegates who are willing to help your team.

Review the **Ground Game Wins Elections** course for more insight on putting together a solid grassroots force!

COMMUNITY ENGAGEMENT & FUNDRAISERS

Have a campaign presence at parades, cookoffs and other local events or celebrations.

Campaign engagement at community events is very important to building a positive image and being relatable to the voters.

Each event requires the involvement of approximately ten or more volunteers – overseeing event tables, carrying large banners or signs in parades, distributing literature and treats, engaging with voters, etc.

Fundraisers are an effective way to raise money and build relationships with donors. A LOT of planning and organization goes into hosting an event – renting venues, catering food, lining up sound and audio, sending out invites, and more!

A large campaign should dedicate two or more people to plan and manage resources for community events and fundraisers.

ELECTION DAY OPERATIONS

Turn your “ground game” team into an “election day” team.

On election day, it's all hands-on deck!

Ask your volunteers to drive around your district a few hours before the polls open to plant yard signs as close to polling locations as legally-possible.

After polls close, ask your volunteers to go to each polling location and request a physical copy of the tabulator tapes.

Have a victory party for your campaign team on election night as you watch the results come in!

OTHER EXPERTISE NEEDED

Data & Information Technology

A small campaign may use a few **spreadsheets** to keep track of voters, volunteers and other data, while large campaigns require more complex **data management software** and customized **mobile “get-out-the-vote” applications**.

The “data team” may range from one individual doing data entry and running spreadsheets (small campaign) to an entire team of data entry volunteers, digital security and technology experts (large campaign).

A statewide or federal campaign may involve a manager, multiple directors and hundreds of grassroots volunteers. These campaigns require the use of **team management software**.

There are multiple team management software options (i.e. Microsoft Teams, Zoho Workplace, etc.) to keep everyone communicating, sharing files and collaborating seamlessly on the same platform.

OTHER EXPERTISE NEEDED

Marketing

A small campaign may need one graphic designer to make a logo and a few mailer designs, while a large campaign requires a dedicated web designer, graphic designer, videographer – and sometimes multiples of each!

Legal

It is wise, especially for larger campaigns, to have one or more legal experts on speed dial to make sure your campaign doesn't unknowingly engage in law-violating activity.



Establish your core team.

Your core team is your trusted, top-level team members, including the campaign manager and a few other advisors.

Regularly ask your core team for critical feedback:

- Consistently identify and inform you of your “blind spots”
- Regularly advise you on what they see/hear/think is missing as you campaign, so you can quickly make course corrections as needed.

Micro-managing every detail will inevitably lead to burn out.

You must learn to delegate. Define for your critical assistants the decisions they can make without your input.



Onboard and train volunteers properly.

Free interns and volunteers are awesome, but often they are left with nothing to do. They will easily get frustrated if they don't receive **clear, specific directions** on how they can add value.

Do not leave your critical assistants feeling as though they are wasting their time! Things can quickly move from bad to worse and destroy your campaign from within.

- Identify specific tasks that need to be done.
- Decide who will report to who – and how! Consider creating a simple **organizational chart** for your campaign to establish the chain of command and facilitate proper feedback loops.
- Communicate with your team members often and provide steady direction. For many volunteers this is a fantastic learning experience, and they are willing to obtain it for free. You can mutually benefit each other!



Show critical assistants - family, activists, volunteers and donors - how much you appreciate their support.

- Be intentional and meaningful when expressing gratitude.
- Set aside time to send personal hand-written thank you cards or make thank you calls to campaign team members.
- Recognize that some team members may appreciate gifts or public recognition!