

# Campaign Nuts & Bolts

Jessica Jaubert | October 7, 2021



# Running for Office!

## *The Nuts & Bolts You Will Need to Run a Successful Campaign*

- Who Me?
- Why are You Running?
- Message Triangle
- Tell People
- Campaign Team
- Campaign Materials
- Study Policy
- WIN Number
- Advertisement
- Social Media
- Fundraising
- Door to Door
- Get Out the Vote
- After Election
- ESPC Trainings



# Who Me?

**Yes you!** Make sure different voices are heard in your community. Run for these offices in 2022:

- Wyoming State Legislature
- Town Council
- County Commission
- County Clerk, Treasurer, Assessor, Attorney
- School Board
- Hospital Board
- Community College Trustees
- [runforoffice.org](https://runforoffice.org)
- [voterunlead.org](https://voterunlead.org)
- <https://equalitystate.org>



**YES YOU!  
RUN FOR  
OFFICE**

# Why Are You Running?

Whether running for School Board, Hospital Trustees, Town Council, County Commission, State or Federal government - someone (everyone) will ask, **Why are You Running?**

- Three Reasons
- Tagline/Slogan
- Message Triangle



BRING **U.S.** TOGETHER

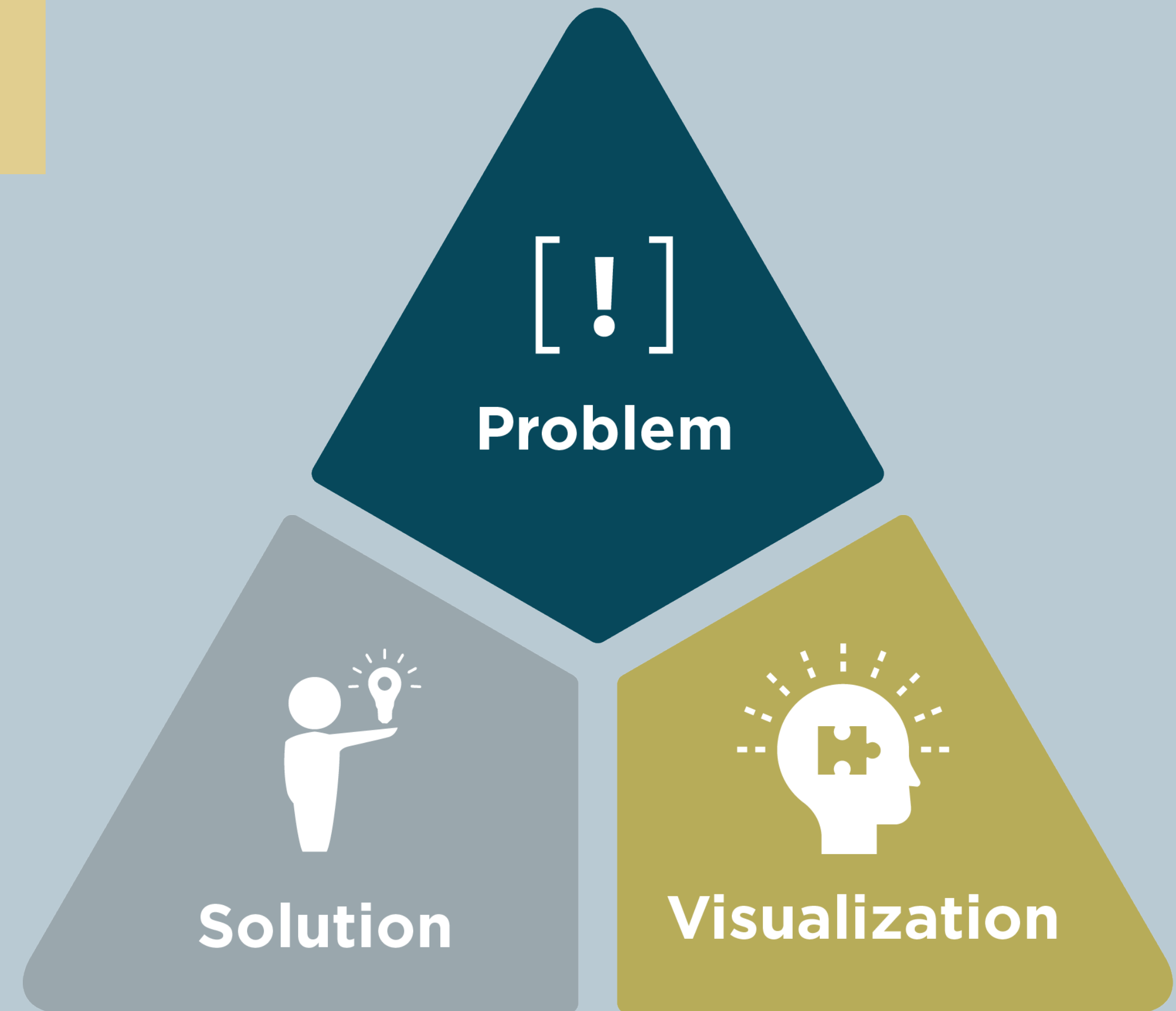


VOTE **CHISHOLM** 1972  
UNBOUGHT AND UNBOSSSED

# Message Triangle

This communication tool is based on visualization - it is easier to remember an image than lots of words.

Communicate key messages that will resonate and be memorable with your audiences.



# Tell People

Shout it from the rooftops - you are running for office!!

- Press Release
- Website
- Social Media
- Email
- Meet & Greet
- Snail Mail



# Campaign Team

Assemble Your Team! Get your friends, family, neighbors and strangers together to be your supporters and your cheerleaders:

- Mentor(s)
- Campaign Manager
- Treasurer
- Social Media Genius
- Graphic Designer
- People Who Are Willing to Do Anything

**“If your dreams do not scare you, they are not big enough.”**

**— Ellen Johnson Sirleaf**

# Campaign Materials

The clutch items you need for success:

- Logo (Brand)
- Yard Signs
- Letters (Snail Mail)
- Correspondence / Thank You Cards
- Direct Mail Piece
- Rack Card / Door Hanger (If Applicable)





# Study Policy

It is important to know information and policies surrounding your future office:

- Budgets
- Recent Decisions
- Community Statistics
- Upcoming Issues
- State Issues

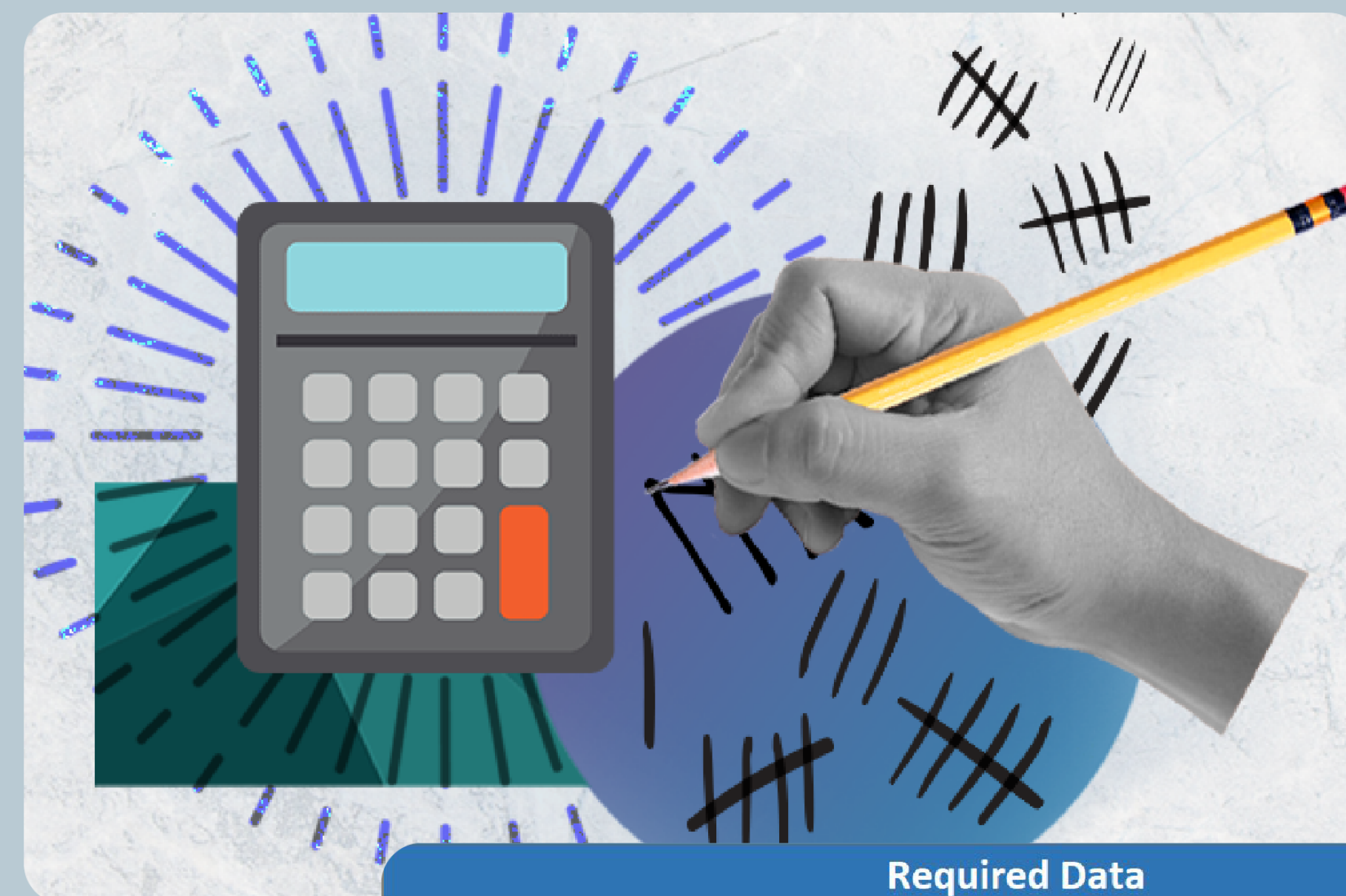
**“Stay true to yourself and your vision. Don’t let any one person’s opinion move you; listen, but be confident.”**

**—Amanda Kahlow**

# WIN Number

Know this powerful number and use it to make the best use of your resources: time, money and people.

- What is your theory of winning?
- Who do you need to talk to?
- Where do you find them?
- Know your district, county, precinct
- <https://www.ecanvasser.com/campaignblueprint/vote-calculator/>
- <https://bit.ly/2YBcypZ>
- <https://bit.ly/3mAWs7A>
- <https://bit.ly/3FnPBai>



Required Data			
Previous Elections	% Turnout	Electorate	Votes Cast
#1	65.00%	12000	
#2	65.00%	12000	
#3	65.00%	12000	
Current Total Electorate		12000	
Calculated Data			
This Election	65.00%	12000	7800
<b>Votes to Win</b>			<b>3901</b>

# Advertisement

Get the word out! You are a leader and will soon be running things!

- Newspaper
- Radio
- Social Media
- Disclaimer: Paid for by:



# Social Media

Facebook, Twitter, Instagram, some thing called TikTok - Social Media is a key component of your 2022 campaign messaging strategy:

- Posting Frequency
- Later, Hoot Suite, Sked Social
- What to Post?
- Develop a Strategy for Responding to Fans and Critics



# Fundraising

Show me the money!

- **Ask**
- In-person/Phone
- **Ask Again**
- Take All the Payments
- Social Media
- **Ask Again**
- Oct 14 with Kristin Walker  
<https://bit.ly/3BIZ9jP>



★★★  
COWGIRL  
*Run Fund*



“Alone we can do so little;  
together we can do so much.”

— Helen Keller

# Door to Door & Get Out the Vote

Critical to your success is getting out the vote!

- Door to Door
- Neighborhood Captains
- Meet & Greets
- Phone Banking
- Text Platforms
- Social Media Videos



# After Election Day

- Thank You
- Collect Materials
- Wrapping Up
- Win or Lose - You Fought in the Arena. You are a Stronger, Better Person for Making Your Voice Heard

**“What’s the greater risk?  
Letting go of what  
people think - or letting  
go of how I feel, what I  
believe and who I am?”**

**—Brené Brown**

# Run Wyoming Candidate Trainings

Keep it going and learn more from these Wonderful Wyoming Women!

- **Oct 14** - Campaign Fundraising with Kristin Walker, Chief of Staff for U.S. Senator Lummis
- **Oct 21** - Wyoming Women in Elected office featuring State Auditor Kristi Racines (R), Natrona County Commissioner Brook Kaufmann (R), Crook County Clerk Linda Fritz (R), and Jackson Mayor Hailey Morton Levinson
- **Oct 28** - Taking Your Social Media to the Next Level with Facebook's Government & Politics Team





# Thank You

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