BUILDING YOUR CAMPAIGN

BIG PICTURE

6 months+ before primary

act as a watchdog for your community/county. read through agendas, and be aware of what the board(s) are discussing/voting on

4-6 months before primary

attend board meetings on a regular basis, take note of how each member conducts themselves, attend committee meetings as much as possible, begin opposition research of potential opponents, discuss running with family

2-4 months before primary

consider why you want to run, which office you want to run for, attend trainings, board meetings, piece together a draft of your 30 second stump speech, and issues to run on

1-2 months before primary

complete the necessary paperwork to get on the ballot--declaration, financials, nomination papers--finalize 3-5 issues to run on, messaging, website, social media, lit/sign design, collect data lists, send fundraising letter to family, friends and stakeholders

pre-primary 1/20 to 2/15

literature, signs, and banners, should be ordered,. this would be a good time to pre-plan for social media videos, speak with more stakeholders, begin calling campaign, and solidify radio ad messages, send out a mailer

post primary- 2/16 to 3/15

host meet and greets, fundraisers (if necessary), begin door-knocking if you have not already, complete first round of follow-up calls, prepare for forums/interviews, push LTE's, host door-knocking events

GOTV-3/15 to 4/5

Plan door-knocking events, have volunteers make phone calls, send texts to absentee voters and early voters, push more yard signs out, boost more posts/videos, chase absentee ballots

election day

Final GOTV Push--Ballot Chase--Final Communication Sent to Voters

For more details, visit https://wisgop.org/run-for-office/

BUILDING YOUR CAMPAIGN

THE DETAILS

September-December

- Discuss running for office with family
- Continue watching board meetings/committee meetings throughout the cycle
- Brainstorm 3-5 issues to run on
- Develop a 30-second stump speech about "why" you are running
- Attend available campaign training
- Form your "kitchen cabinet" and establish roles
- Scrub Social Media Accounts
- Vet yourself and your opposition
- Review data and analyze the district

December

- Submit Declaration of Candidacy Form
- Open Campaign Bank Account--need EIN
- Submit Campaign Finance Form(s)
- Submit Nomination Papers (if applicable)
- Launch Website (landing page is sufficient)
- Launch Campaign Facebook Page (can be created earlier and not published until forms are turned in)
- Develop/Strengthen messaging and talking points
- Create a script/talking points for volunteers
- Send Fundraising letter to family, friends, and stakeholders

January

- Announce Candidacy with a press release, social media posts, website letter, and/or video (do as many as possible, and all at once)
- Finalize Lit/Sign designs, purchase by mid-January
- Locate and ask permission for sign/banner placements
- Watch past forums, copy questions down and answer them how you would answer them
- Collect Voter Data and begin "calling campaign"
- Never too early to start door-knocking
- Find people to submit letters to the editor
- Build out social media campaign for the remainder of the cycle
- Meet and Greet held--Stakeholder meet and greets

February

- Follow-Up calls completed
- Meet and Greets held
- Fundraiser held (if needed)
- Begin/Continue door-knocking campaign
- Push more LTE's
- Finalize script and record for radio (if you opt for this)
- Continue finding locations for signs/banners
- Send mailer--pre absentee voters

March-April

- Organize "Super Saturdays" for door-knocking
- Continue calling campaign
- Send mailer--early voting and election day voters
- Chase absentee ballots
- plan GOTV efforts--organize volunteers for election day
- Final push for LTE's
- Doors, Doors, Doors
- Election Day chase--poll watchers needed, runners needed
- Pick up signs day after election

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