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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Preface; How to Use This Handbook; The Framework; The Layout; Know the Law; The Ten Commandments of Campaigning; The Cardinal Sins of Campaigning; 1. Precinct Analysis: The Sinners, the Saints, and the Savables; Context of Neighborhood; Independents; The Under vote; Finding Swing Voters; 2. The Campaign Team and Volunteer Organization; The Campaign Committee; The Treasurer; The Campaign Manager; The Campaign Chair or Co-Chairs; Volunteer Organization; Applying the Methodology; Phone Banks; Clerical Workers; Time Allotments for Volunteer Tasks; 3. The Campaign Brochure Campaign Theme and Message Development Polling; Brochure Development; Campaign Slogans; Logo; Layout; Voter's Pamphlet; 4. Digital and Social Media; Understanding Demographics: Who Uses Social Media?; Ten Tips for Building a Digital Footprint for an Election; The Minor Leagues: Social Media Essentials; The Major Leagues: Data-Driven Campaigning; Tech Trends in Political Elections; Takeaways; 5.

Fundraising; Early Endorsements = Early Money - Early Media Buys; Campaign Budget; Direct Mail for Money; Special Events; Candidate Calls to Raise Money; Calling for Money for Ballot Measures Raising Money on the Web Fundraising Ideas That Take Less Than One Month of Preparation; The World's Smallest Brochure: Direct Mail That Works; Fundraising Through Email; Keeping Track of Donations; Thank-You Notes; 6. Lawn Signs; To Be or Not to Be; Logo and General Information; Location, Location, Location; Assembling Lawn Signs; Cutting Turf; Lawn Sign Installation; Signs; Maintenance of Signs; Lawn Sign Removal: My Kingdom for a Pickup; Bumper Stickers and Buttons; 7. Targeting Voters; Finding the Likely Voter; Partisan Gaps; Canvassing; Direct Mail; Tracking Polls; 8. Media Print Media: Paid and Unpaid Fielding Questions from the Press; Radio and Television; Production; 9. The Candidate; The Lay of the Land; Packaging the Candidate; Stay on Message; Outsider Campaign Versus Incumbent Campaign; Debates; Fielding Negative Questions; Developing Your Public Speaking Skills; Write-In, Third-Party, and Nonpartisan Candidates; Media and the Candidates; Negative Campaigning; Do's and Don'ts of Attacks; Recall; A Petition is Pulled!; 10. The Issue-Based Campaign; Initiative and Referendum; Local Preemption; Polling and the Issue-Based Campaign; Speakers' Bureau Saving Our Libraries Special Districts; Investing in Education; Packaging the Issue-Based Campaign; Files in the Ointment: The Double Majority, Independents, and the Super Majority; The State Initiative and Referendum Process; 11. Getting Out the Vote (GOTV); The Essentials; Identifying Your Voters; Last-Minute Efforts to Activate Voters; Poll Watching; The Absentee Ballot and Early Vote; Vote by Mail; Organizing the GOTV Phone Banks; 12. The Campaign Plan; Begin with a Flowchart; The Campaign Calendar; The Campaign Plan; 13. After the Ball; Election Night; Retiring a Campaign Debt; Afterword
Notes

Sommario/riassunto

Successful campaign manager and three-time mayor of Ashland, Oregon, Catherine Shaw presents a clear and concise, must-have handbook for navigating local campaigns. This handbook gives political novices and veterans alike a comprehensive and detailed plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams, precinct analysis, canvassing, and dealing with the media. The Campaign Manager is an encouraging, lucid presentation of how to win elections at the local level. Updates to the fifth edition include an entirely new chapter on social media and its influence on campaigning, new coverage on how to put together a campaign plan, and a new appendix on how to campaign on a budget.
