



Campaign Management

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“The lived experience”

Everyone can get involved

What you can do in a campaign



Campaign Manager Plan



- ▶ Find out every thing about your candidate
 - I. What their vision
 - II. What they have achieved in politics
 - III. what have they contributed to in the community
 - IV. what experience do they have in their work and/ or their personal life
 - V. Their family history and connections or roots
- ▶ Brainstorm with the candidate a 1 year project plan (actions/timeframe)
- ▶ Set up a small multiskilled trusted committed “kitchen table group”
 - ▶ Experienced canvasser
 - ▶ Community activists who have connections
 - ▶ Experience of organising events/projects etc
 - ▶ Administrative /social media skills
 - ▶ Or just loyal wise and committed friends



Campaign Manager's Plan

- ▶ Get a constituency map
- ▶ If your candidate has run before access the last Counts/tallies and analyse same
- ▶ Access local maps of villages towns town lands
- ▶ Access the last registrar of elections
- ▶ Start to build a large group for campaign team/ workers representative of
 - ▶ Geographical areas
 - ▶ Gender/ age groups/ethnic groups/ urban/Rural
- ✓ Develop an excel spread sheet with name address email and phone numbers
- ✓ Divide your workers / canvassers into areas
- ▶ Identify locations for flyer drops, canvasses, Shopping centres, sporting events
Mass places and times



Key working groups that anyone volunteer for

- Canvassers/ flyer drops
 - Poster team
 - Social media team
 - Administration/office team
 - Drivers for rural canvass
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Support the candidate with the following tasks

- ▶ Identify Events that candidate could attend
- ▶ Identify meetings with local groups or potential supporters for the campaign
- ▶ Do some social media training
- ▶ Candidates; social media Instagram Facebook twitter set up
- ▶ Videos with candidates key messages
- ▶ Content canvass card and other planned flyers
- ▶ Estimate cost and amount of canvass cards required based on panned drops off and canvassers
- ▶ Record candidates message/music for loud speaker
- ▶ Source Loudspeaker
- ▶ Source Printer



Key costs/contributions/volunteers need to be considered by the candidate

- Election Office space
- Canvass cards
- Posters
- Flyers and drops off
- Launch night
- Car wrapping - cars
- Refreshments for canvassers
- Communication costs
- Loud speaker



Plan forward with the candidate

- Identify photos for posters
 - Source posters amounts and cost
 - Source tapes ladders and any other equipment required for pestering
 - Identify locations
 - Confirm poster team
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Hustings start- Election called

- Print canvass cards and Posters collect loud speaker and wrap cars
- Launch for all the campaign team workers/canvassers.
 - Candidates sets out key message to be communicated
 - Canvass training – Lets talk about that
 - Availability of canvassers



Implementing the plan

- ▶ Meet poster team confirm locations,
- ▶ Identify the candidates schedule every day and hours – debates/ events/ canvass area
- ▶ Do canvass schedule(day; time; canvass team; canvass team lead for each area
- ▶ Confirm availability and Mobilise your canvass teams daily
- ▶ Set up what app groups to communicate with canvass groups on a day to day bases confirming meeting times and meeting places
- ▶ Ensure canvass cards, reflector jackets and drivers on hand for all canvasses



Social media and communication team

- ▶ Post frequently key messages, activities, media involvement
- ▶ Set up event opportunity for question and answers with candidate be careful of online abuse if you are live
- ▶ Monitor incoming questions from voters and ensure these are answered
- ▶ Monitor incoming complaints and deal with a complaints immediately in terms of poster issues, canvass issues



Administration team

- ▶ Take and make phone calls
- ▶ Ensure all canvass teams know where to go while out on canvass
- ▶ Ensure adequate canvass cards/ posters/ banners/ Reflector jackets are available for each canvass
- ▶ Print out registers for each canvass area each day
- ▶ Inform all the team if required re candidates schedule



Monitor and Evaluate

- ▶ Check in every day how canvass went what issues came up
 - ▶ Mark off areas that are canvassed on your maps
 - ▶ Plan will change according to availability of workers; changes in events: responses
 - ▶ Adapt plan as required
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Take Home Message

- ▶ A campaign team or campaign manager does not win the election the candidate does. But the message may not get out without the team
- ▶ Make sure you stay true to your candidates message- one leader one voice
- ▶ You must lead by example – Be positive, be energetic, have patience and be grateful everyone is a volunteer
- ▶ Only skills required on a team are commitment , being generous with your time, following the campaign plan and giving feedback to the campaign manger or admin team, communicating the candidates message , being courteous and civil
- ▶ Campaign Manager
 - ▶ Do your homework and Plan
 - ▶ She who fails to plan plans to fail
 - ▶ Stay close to the coal face know what is going on. Don't presume things are done check i