

**Welcome to the Third Monday Evening Tele-Training (8-17-09)** hosted by Public Awareness Ministries (website: [PreserveLiberty.com](http://PreserveLiberty.com)). Do you perceive that we're in a spiritual and cultural war where life, marriage, and America's Biblical foundation are under attack? **If so, how can we become involved *locally and productively* with training and support, and yet without a big time commitment?** [PreserveLiberty.com](http://PreserveLiberty.com) seeks to answer this question with a simple, prayer-based ministry model...

**Together we're building a standing army that's "prayed-up" and "trained-up" to protect life, marriage, and America's Biblical foundation in a loving Christlike manner.** Please join us as we fight this war beginning on our knees with **prayer together** locally one consistent hour a month for our leaders, nation, and vital issues (I Tim. 2, II Chr. 7:14). It takes just **three minutes to sign-up a new prayer group** at the "[Prayed-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com). Free monthly prayer guides and training are provided, and a free webpage will be set-up for each local group that wants one. **Third Monday "Evening School" Tele-Trainings** provide "how-to" instruction from subject matter experts (please visit the "[Trained-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com) for a schedule and details).

**Copies** of these materials are available freely at the "[Trained-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com).

## **DELLINGER'S CAMPAIGN QUICKSTART GUIDE**

### **A Generic Outline For Grassroots Victory**

Prepared by Dan Dellinger for [PreserveLiberty.com](http://PreserveLiberty.com) Ministries

#### **1.0 Consult Your Family & Close Friends - *Should I Run?***

1.01 *Ask Him*, What Does God Think?

1.02 *Ask Them*, Is This Right With Your Family?

1.03 *Ask Them*, Will Your Friends Help?

1.04 How Will This Affect Your Job or Business?

#### **2.0 Assess Your Resources - *Can I Win?***

2.01 Time

2.011 How Much Time Can You Devote To The Campaign?

2.012 How Much Time Is Left Before Election?

2.02 Money

2.021 How Much Will It Cost To Win?

2.022 How Much Money Can I Realistically Raise?

A. How Much Personal Money Can You Afford To Spend?

B. How Much Money Can You Raise By Asking Other People?

C. How Much Money Can My Friends Raise From Events?

## 2.03 Volunteers

2.031 Who Can I Recruit To Help?

2.032 Can I Build A Winning Team With Whom I Think Will Help?

2.033 What Positive Endorsements Might I Be Able To Earn?

## **3.01 Develop A Plan - *How Do I Win?***

3.01 Draft A Realistic Campaign Budget (Spending Plan)

3.011 List How And Where Your Campaign Income Will Come From?

3.012 List How And Where Your Campaign Expenditures Will End Up?

3.02 Outline My Strategy To Win

3.021 Adopt Tactics Appropriate To Accomplish Your Objectives

3.022 Incorporate Your Objectives, Events & Activities Into An Understandable Election Cycle Timeline

3.023 List The Tasks That You Will Need People To Help You With  
(See Recommended Campaign Job Descriptions)

## **4.0 Execute Your Plan - *Get Out & Make It Happen!***

4.01 Recruit Key Task Chairs

(note - Some Jurisdictions Require A Treasurer If You Plan To Exceed A Legal Expenditure Threshold - i.e. \$1,000 in California)

4.02 Retain Necessary Professional Help

4.03 File Necessary Reports And Paperwork (Deadlines Are Absolute)

4.04 Achieve Your Objectives

4.041 Fundraising

A. Personal Solicitations (You Ask People For Money!)

B. Finance Committee (Your Friends Ask People For Money!)

C. Special Events (An Excuse To Ask People For Money!)

4.042 Voter Contact (The Selling Of You & Your Ideas To The Public)

A. Precinct Walking (Volunteer Door To Door Selling)

B. Telephone Campaigning (Volunteer Telemarketing)

C. Voter Outreach Programs (Coffees, Town Meetings Etc.)

D. Direct Mail

A. Absentee Ballot Program

B. Pre-Election Voter Persuasion Mailers

E. Campaign Signs (Outdoor Advertising)

4.043 Earned Media (Free Publicity)

A. Special Events

B. Special Activities

C. Planned Or Managed Controversy

D. Damage Control

E. Selling Yourself To The Media

F. News Releases

G. E-mail Blasts

**Elections are like gunfights - there are no second place winners!**

Please don't run if you are not serious about winning. Too many good people treat running for office like a high school popularity contest and then wonder why they were embarrassed on Election Day. Objectively consider what it takes to win election to the office you seek, and then only, run if you can develop, organize, and execute a realistic campaign plan based upon this Quickstart Guide. May God inspire and bless your efforts!

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# GENERIC GRASSROOTS CAMPAIGN JOB DESCRIPTIONS

Prepared by Dan Dellinger for [PreserveLiberty.com](http://PreserveLiberty.com) Ministries

**CAMPAIGN DIRECTOR** (if Paid) or **CAMPAIGN CHAIRMAN** (if Volunteer) - the function of the Campaign Director (or Campaign Chairman) is to remove much of the burden from the Candidate by managing the day-to-day affairs of the campaign. The Campaign Director is responsible for implementing the campaign plan; by working with the Consultant (if retained) and Steering Committee, to overcome problems, keep the Candidate motivated and properly focused, and make sure all campaign related activities are smoothly planned and executed. In addition, the Campaign Director should screen all contact with the news media and confer with the candidate and (if necessary) the Consultant or relevant issue expert(s). The Campaign Director must be a good leader who is able to motivate and work well with other people, pass along objective assessments of situations to the Candidate and Consultant, and make sure the Candidate follows the professional advice of the Consultant.

**STEERING COMMITTEE** - the function of the Campaign Steering Committee is to help the Campaign Director plan and organize campaign related events such as fundraisers, coffees, precinct walks, phone banks and town meetings. Members of this committee will be expected to help recruit necessary volunteers and ensure that all necessary logistical requirements are met.

**FINANCE COMMITTEE** - the function of the Campaign Finance Committee is to help the Candidate, Campaign Director, and the Fundraiser (if retained) to raise enough money to win the election. Members of this committee will be expected to help the Candidate contact potential donors and secure contributions for the campaign. In addition, Finance Committee members should be expected to personally contribute a minimum of at least \$500.00 but preferably \$1,000.00.

**CANDIDATE** - the function of the Candidate is to successfully communicate his or her problem solving solutions to the selected universe of voters and win the election. To achieve this goal, the Candidate has only two tasks to perform for the campaign.

1. Task Number One - *raise money*
2. Task Number Two - *attend election related events and activities which will*
  - A. *raise money*
  - B. *produce volunteers*
  - C. *generate votes*

**Anything else is the responsibility of other Members of the Campaign Organization!!!**

**CAMPAIGN TREASURER** - the function of the Campaign Treasurer is to help manage the campaign's finances and ensure that all Federal, State, and local governmental disclosure reports are accurately reported in a timely manner. Working with the Campaign Director, the Campaign Treasurer is responsible for making timely deposits and disbursements of campaign funds. The Campaign Treasurer must be knowledgeable about current election law and be accessible to the campaign at all times.

**VOLUNTEER COORDINATOR** - the function of the Volunteer Coordinator is to channel volunteers into campaign events and activities. The Volunteer Coordinator reports to the Campaign Director, maintains the campaign volunteer file, and works closely with all campaign activity organizers to ensure that enough volunteers show up to help when needed.

**CAMPAIGN SCHEDULER** - the function of the Campaign Scheduler is to plan and maintain a daily schedule of election related activities and events. The Campaign Scheduler scours newspapers and periodicals looking for opportunities where the Candidate can participate or attend. The Campaign Scheduler reports to the Campaign Director and works with him to plan the campaign schedule. It is the responsibility of the Campaign Scheduler to obtain accurate information, RSVP, and provide concise directions to the Candidate or his representative attending election related events.

**PHONE CONTACT COORDINATOR** - the function of the Phone Contact coordinator is to make sure all targeted voters are contacted by telephone. The Phone Contact Coordinator reports to the Campaign Director, and works closely with the Volunteer Coordinator to make sure enough volunteers arrive at the phone banks each session to fulfill the quota of calls. The Phone Contact Coordinator is responsible for providing volunteers with targeted telephone lists and scripts, lining up and scheduling phone sites, in addition to recording the results of voter ID calls. The Phone Contact Coordinator is also responsible for recruiting and following-up with any volunteers that prefer to phone voters from home.

**PRECINCT WALK COORDINATOR** - the function of the Precinct Walk Coordinator is to make sure that selected households in targeted neighborhoods receive one or more visits from the campaign. The Precinct Walk Coordinator reports to the Campaign Director and works closely with the Volunteer Coordinator to recruit enough walkers to canvas the targeted neighborhoods. The Precinct Walk Coordinator is responsible for assembling walk kits, recruiting walkers, providing refreshments, and recording the data returned from the walk.

**ACTIVITY COORDINATOR** - the function of the Activity Coordinator is to provide the logistical support required for all campaign events and activities. The Activity Coordinator reports to the Campaign Director and works closely with all of the Campaign's event organizers to help meet their logistical needs. In addition, the Activity Coordinator is responsible for coordinating miscellaneous activities such as driving the Candidate in parades.

**THANK-YOU SECRETARY** - the function of the Thank-You Secretary is to ensure the polite and timely acknowledgment of financial and volunteer assistance to the campaign. The Thank-You Secretary reports to the Campaign Director and the Candidate, preparing appropriate "Thank You" letters to the proper donors and volunteers for the Candidate to sign and post. The Thank-You Secretary is responsible for devising and maintaining an accurate records system for these letters.

**OUTDOOR ADVERTISING CHAIRMAN** - the function of the Outdoor Advertising Chairman is to ensure the timely erection and prompt maintenance of all campaign signs and billboards. Often known as the Sign Chairman, the OA Chairman is responsible for overseeing the scouting and securing of high visibility posting locations, as well as, recruiting crews to erect,

maintain, and remove those campaign signs following the election. The OA Chairman reports to the Campaign Director and is also responsible for developing an adequate logistical system to meet the needs of this important job.

**CHURCH OUTREACH COORDINATOR** – the function of the Church Outreach Coordinator is to inform voters of faith about the Candidate by organizing visits by the Candidate to as many churches as possible. The Church Outreach Coordinator reports to the Campaign Director and works with the Campaign Scheduler to contact Pastors and Church Elders to ensure that as many voters of faith as possible meet the Candidate in a wholesome church setting.

**DATA COORDINATOR** – the function of the Data Coordinator is ensure the accurate building and maintenance of any databases, records, lists, and e-mail address books needed for the campaign. The Data Coordinator reports to the Campaign Director and is responsible for all data management needs of the Campaign.

**TOWN HALL/COFFEE PROGRAM CHAIRMAN** (Optional Program) - the function of the Coffee Program Chairman is to implement the Coffee or Town Hall Meeting Plan. The Coffee Program Chairman reports to the Campaign Director and is responsible for coordinating all related logistical needs including: securing hosts and locations; and organizing all related mailings.

**HEADQUARTERS COORDINATOR** (Optional Tool) - the function of the HQ Coordinator is to manage the personnel and logistical needs of the campaign headquarters. The HQ Coordinator reports to the Campaign Director, and works closely with other staff members to make sure that the day-to-day needs of the campaign headquarters are met. In addition, the HQ Coordinator is responsible for managing office supplies, headquarters staffing, and coordinating routine office activities such as bulk mailings.

**CAMPAIGN CONSULTANT** (Optional Resource) – the function of the Campaign Consultant is to develop a winning Campaign Plan based upon a realistic assessment of available resources - *time, money, and volunteers*. Campaign Consultants are specialized advertising agencies that market candidates to voters and are experts at developing: persuasive voter contact advertising and direct mail; winning campaign messages; effective media management strategies; and troubleshooting all aspects of a political campaign.

**WEBSITE COORDINATOR** (Optional Resource) - the function of the Website Coordinator is to develop and maintain an easy to navigate website that presents the Candidate's positions on "hot button" issues and chronicles the events and activities of the campaign. The Website Coordinator reports to the Campaign Director and works with all other Coordinators and Chairs to continually update the Website. The Website should be easy to navigate and thought of as the Campaign's "electronic magazine".

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