

Campaign Plan Areas of Expertise

Getting Started	Research and Data Analysis	Leadership and Organization	Fundraising	Messages and Communication	Field Plan and GOTV	Digital Campaign	Consolidated Campaign Plan
Refining your Goals, Building your Network, Setting up your Committee	Understanding your District, Race, Voters, and Opponents	Selecting and Organizing your Leadership, Staff and Volunteers	Raising Funds, Budgeting and Spending Money Wisely	Developing and Communicating a Compelling Message	Laying-out the Day-to-Day Work	Maximizing your Digital Presence	Writing a Winning Campaign Plan

Challenge Training Sessions: Key Topics

Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
<ul style="list-style-type: none"> Refining your Goals Assessing your Availability Building a Networking List Researching your Network Understanding Party Organization and Purpose 	<ul style="list-style-type: none"> Your Resources: Time, Information, Money, People Campaign Skill Areas Introduction (see above areas) Useful Reference Sources Relating your research to your personal experience 	<ul style="list-style-type: none"> Fundraising Legal Background Selecting a Treasurer Filing -- Where and How Forming a Kitchen Cabinet Kitchen Cabinet roles and responsibilities 	<ul style="list-style-type: none"> identifying the six revenue sources for FR Understanding the importance of a FR plan. Learning the different parts and metrics of a FR Plan Developing a solicitation strategy for each contact Leveraging the strengths and uses of different social media platforms 	<ul style="list-style-type: none"> Knowing your Voter Finding Your Story Values and Issues Your Campaign Message Parts of a Good Stump Speech Writing your Stump Speech Deciding upon your Core Message Drafting your Message 	<ul style="list-style-type: none"> The goal of the Field Team Using the 4 Phases of the Campaign to write your draft plan Strategy and tactics to connect with the types of voters 	<ul style="list-style-type: none"> Understand the role digital plays in a campaign Identifying the platforms used to deliver digital Identifying the key components of effective digital content Convincing people to act on behalf of your campaign Making strongly worded calls to action to vote, volunteer and donate Picking the right social media platforms 	<ul style="list-style-type: none"> Creating your plan template Making the plan immediate, concrete, and personal Managing level of detail Field Plan and GOTV Phases, Milestones, and Dates Campaign Operations