



avicom **grassroots campaign**

grassroots field plan

No political campaign or public affairs program is too small to have a grassroots field plan in place. With a foundation of extensive research and detailed, well-reasoned planning, Avicom will provide you with the blueprint for success. By following a grassroots field plan:

- Volunteers are coordinated and executing their assigned tasks
- Campaign collateral is properly distributed
- Your messages are disseminated to the widest possible target audience
- Phone banks will be fully staffed to achieve your get-out-the-vote goals
- Your campaign is assured a strong presence at crucial community events
- Earned media opportunities are capitalized upon
- Your focus stays on winning

Without a strong ground game, campaigns run the risk of wasting time and money due to disorganization, and opportunities to advance the agenda will be lost.

By partnering with your campaign, Avicom does the research and assembles a detailed grassroots field plan, which is created by experienced campaign professionals who have drafted and executed similar plans in the field for presidential candidates, statewide campaigns, and congressional contests.

Your grassroots field plan is just one aspect of a full range of services Avicom offers your campaign – everything from a detailed Internet campaign, to designing your literature and collateral, to honing your leadership communications skills.

Here is a partial example of a detailed plan for a statewide political campaign. Your plan will be tailored to meet your needs and reach your goals.

statewide coordination

November-December: *Focus on Fundraising* | The candidate should continue to call major donors while planning a full roster of large- and small-dollar fundraisers.

January-April: *Annual Dinner, County Fundraiser & Caucus Circuit* | Starting in December, the campaign will begin contacting counties and districts to collect information regarding annual dinner, fundraiser and caucus events. During these calls, the campaign will express the candidate's interest in speaking at the event. The campaign will make a calendar of these events and highlight the most important events to attend.

Many of these events take place at the same time and date throughout the state. It is important that the campaign have a presence at key events. Therefore, surrogates and the candidate will split up events to attend.

It is imperative the campaign have volunteer sheets and clipboard in hand to sign up volunteers. This is the one time of year when a majority of the county party members are congregated at one location. The candidate should have a volunteer traveling with her to sign up volunteers.

March: *Coordinators Identified in Top 25 Counties*

May 1: *Field Staff Hired* | If there will be a primary, one field staff will be hired from May 1 – September. If there is not a primary challenge, one field staff will be hired from May 1 – July 11. The field staffer will be responsible for volunteer recruitment and maintenance. A more detailed explanation of field staff personnel is attached.



statewide coordination

May 15: *Coordinators Identified in All Counties*

May 19-21: *Preparing for State Convention* | The campaign manager and field staffer will be responsible for setting up a hospitality suite at convention. The field staffer will be responsible for recruiting volunteers to be at every event wearing campaign t-shirts, signing up volunteers, waving signs, and encouraging delegates/alternates to vote at the straw poll. The field staffer will also be responsible for putting up signs and banners in the convention hall and throughout the convention site.

June 1: *Begin Circulating Nomination Papers* | The field staffer will work extensively with volunteers and donors to ensure that the maximum number of signatures is collected by the due date set by the State Elections Board.

July 1-September 2: *Voter ID* | If there is a primary opponent, the campaign will work with volunteers to establish a voter ID program. Volunteers will call identified party members and ask which candidate they will support in the primary. The goal is to identify 105,330 supporters by August 1.

June-August: *Fairs, Parades, and Community Events* | A calendar of county fairs, community events and parades will be made in May. The campaign manager and field staff will ensure there is a candidate presence at every fair, parade, and community event in the state. It is important that volunteers are signed up during these activities.

August 5-6: *Statewide Lit Drop* | If there is a primary opponent, a literature drop will take place in all 72 counties in the state. The field staffer will work with campaign coordinators and precinct captains to recruit volunteers and assemble precinct kits to distribute 105,330 (*number of votes needed to win*) pieces of lit throughout the state. An additional literature drop is scheduled prior to the primary.

If there is not a primary opponent, there will only be one literature drop organized by the campaign which will take place September 9-10 throughout the state. The campaign will work with county parties to add a candidate lit piece for drops that will take place throughout the summer and are organized by county parties.

September 8-11: *72 Hour Program for Primary* | “72 Hours” refers loosely to the final critical days before voting begins, generally the Friday through Monday before an election. All 72 counties will be responsible for organizing phone calls and literature drops for all party candidates the 4 days leading up to the primary.

County parties generally drop literature for all candidates during the 72 hour program. The field staffer will work with county parties and other campaigns to ensure a candidate lit piece is distributed with all other candidate/issue pieces regardless of whether there is a primary opponent.

If there is a primary opponent, the campaign will have to organize their own phone bank with volunteers and encourage supporters that were identified during the voter ID program to vote. Volunteers throughout the state will be asked to contact at least 105,330 supports through phone and door efforts from Friday-Monday before the Primary. The 72 Hour program relies on the success of the voter ID components.

September 12: *Primary Election Day*



county coordination

At the county organizational level, several key leaders are needed as part of a winning campaign. Strong organizational skills, leadership capabilities, a positive attitude and boundless energy are all important for the positions listed below.

Your county steering committee should include leaders and activists, including key coalitions, supportive Democrats, Independents, Republican-leaning groups and elected officials. Give these leaders clear responsibilities and a reporting structure. Your County Steering Committee should include:

- **Coalitions Coordinator**, who will help recruit and mobilize support among key coalitions, including an effort to gather coalition lists (chamber of commerce members, etc). Your campaign should have already identified a coalition target list.
- **Volunteer Coordinator**, who will help recruit Precinct Chairs and motivate them to complete the action items listed below. The volunteer coordinator must be well-known locally.
- **Voter Registration/Turnout Coordinator**, who will assist in registering supporters through door-to-door neighborhood walks, coalition outreach, volunteer phone calls, and event registration booths. The Voter Registration/Turnout Coordinator will also be responsible for door-to-door Get Out The Vote (GOTV) efforts.
- **Event Coordinator**, who will provide regular reports to you on upcoming county events, conventions, fairs, parades and community festivals. The Event Coordinator should also secure volunteers and ensure collateral materials are distributed.
- **E-County Coordinator**, who will recruit on-line supporters and activate internet support.
- **Communications Coordinator**, who will help earn media by coordinating regular submissions to local newspapers, appearances on local radio shows, and internet chat-rooms. Your Communications Coordinator should be Internet-literate and work closely with the E-County Coordinator. He/she should also help monitor local TV channels, newspapers, weeklies and radio shows for any opportunities/attacks against our agenda.
- **Voter ID/Phone Bank Coordinator**, who will assist in securing volunteers for phone banks and door-to-door neighborhood walks to identify issues important to voters in your county. The Voter ID/Phone Bank Coordinator will also be responsible for GOTV phone banks.
- **Absentee/Early Voting Coordinator**, who will help monitor, track and follow-up on Absentee Ballot requests and supporters who vote early.
- **Postcard Coordinator**, who will recruit and mobilize supporters to write GOTV postcards.
- **Sign and Bumper-Sticker Coordinator**, who will help distribute yard signs, bumper-stickers and other collateral materials.