YOUR CAMPAIGN SUPPLY LIST

Everything You Need to Launch Your Winning Campaign

MAJORITY STRATEGIES

POLITICS & PUBLIC AFFAIRS

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GETTING STARTED

Administrative

- ☐ Campaign committee name
- ☐ Contact information (contact person, phone number, email, campaign address)
- ☐ Campaign bank account
- ☐ Campaign treasurer
- ☐ File proper paperwork

Grassroots

- ☐ List of influential supporters and elected officials to ask for support
- ☐ List of elected officials at every level of government in your district
- ☐ List of influential business leaders, business owners and/or employees
- ☐ List of active civic and association group leaders and members (Rotary, Chamber of Commerce, hospitals, etc)
- ☐ List of active political group leaders (GOP chairs, Tea Party, VFW, veterans groups, etc)
- ☐ Walk list
- ☐ Collateral material (see "Print & Direct Mail: Collateral Material" for a list of options)

RAISING MONEY

Fundraising

- ☐ "Christmas card" list of potential donors, including family, friends, and business associates
- ☐ Budget
- ☐ Understanding of contribution limits
- ☐ Payment processor, i.e. Raise the Money

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DIGITAL & SOCIAL MEDIA

Content

- ☐ Photography
- ☐ Bio highlights
- ☐ "Why am I running?" narrative
- ☐ Issue positions and statements
- ☐ Message development and matrix
- ☐ Opposition research
- ☐ Videos (:30, :15, and :06)
- ☐ Contact list of emails

GREAT PHOTOGRAPHY MAKES GREAT VOTER CONTACT MAIL & DIGITAL.

Learn more about what photos you need, where and how to take them, and things to avoid with our series of photography guides.

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Domains

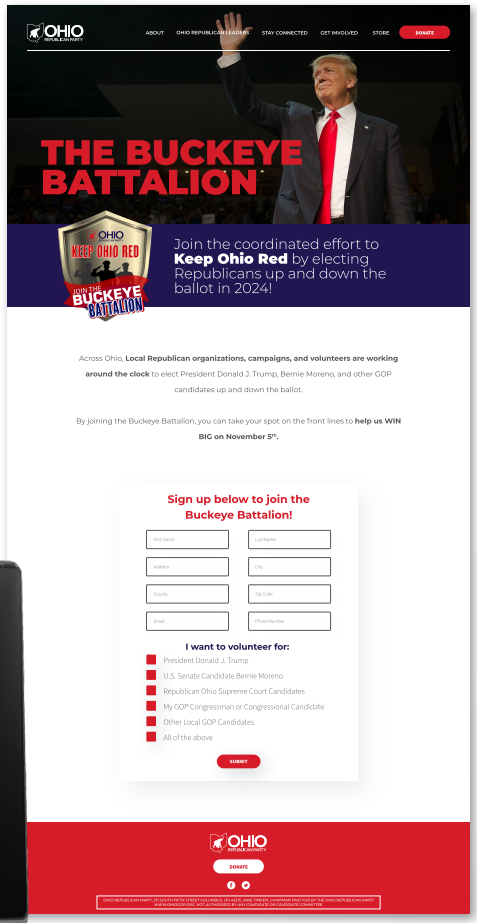
- ☐ Your domain and others related to it, i.e. JohnDoeforCongress.com and DoeforCongress.com
- ☐ Available domains related to your opponent — positive
- ☐ Available domains related to your opponent — negative

OWN YOUR NAME.

Creating a digital presence requires you to "own your name," which includes purchasing (and protecting) relevant domain names and social media accounts.

Web

- ☐ Website creation and management
- ☐ Google Analytics
- ☐ List building and database management
- ☐ Payment processor
- ☐ Attack landing page
- ☐ Retargeting ads



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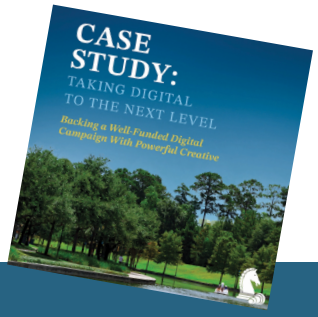
Digital Advertising

- ☐ Search ads
- ☐ Programmatic display
- ☐ Video
- ☐ Text messaging
- ☐ Email marketing



TAKING DIGITAL TO THE NEXT LEVEL

A well-funded digital campaign alone does not always equal success. However, a well-funded digital campaign backed by compelling creative and a clear, persuasive message that saturates the market is a powerful strategic step toward victory.

Social Media

- ☐ Accounts
- ☐ Cover and profile images
- ☐ "About" narrative
- ☐ Content planning and creation
- ☐ Social media advertising

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PRINT ADVERTISING & DIRECT MAIL

Content

- ☐ Photography
- ☐ Bio highlights
- ☐ Why am I running?" narrative
- ☐ Issue positions and statements
- ☐ Message development and matrix
- ☐ Opposition research

THE KEYS TO DEVELOPING A MESSAGE

Learn how to define yourself, your opponent, and your differences.

Collateral Material

- ☐ Logo
- ☐ Billboards
- ☐ Newspaper ads
- ☐ Yard signs
- ☐ Bumper stickers
- ☐ Lapel stickers
- ☐ Letterhead, envelopes, and stationary
- ☐ Cards and envelopes
- ☐ Business cards
- ☐ Invitations

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Awareness

- ☐ Flipcards
- ☐ Doorhangers
- ☐ Palmcards
- ☐ Palmcards with perfed reply cards

Persuasion

- ☐ Fundraising
- ☐ Introductions and bios
- ☐ Issue-oriented
- ☐ Contrast
- ☐ Attack
- ☐ Voter registration

THE IMPORTANCE OF VOTER CONTACT MAIL

Learn more about direct mail's continued value in today's digital-focused world.

Motivation & Turnout

- ☐ Early voting
- ☐ Absentee ballot applications
- ☐ Absentee ballot reactives
- ☐ GOTV

QUICK FOLD GUIDE

There are many options for direct mail sizes to ensure your message is delivered. Learn more with our Quick Fold Guide.

WE PLAY TO *Win*

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