



RE-ELECT

HOW TO

SUCCESSFULLY

GET RE-ELECTED

ELECT

PRO TIP:

***Run a “real”
campaign each and
every time you’re
up for re-election***

There are four keys to a successful re-election campaign:

- 1. Identify**
- 2. Communicate**
- 3. Persuade**
- 4. Turnout**

LET’S GO THROUGH THEM ONE BY ONE.

1. IDENTIFY

Identify your supporters and keep up constant contact with them, both in non-election years as well as when you need them in election years.

Live in the district and come back often. Hold office hours and events to listen to constituents. Make your presence and commitment known.

Stay in communication with your voters, including personal phone calls to community leaders and mailings to identified supporters and those who may not have voted for you last time but have a history of being a swing voter or whose important issues line up with something you’ve done while in office.

Identify voters. Who are the people likely to vote in the election? What are the issues important to them? Do they support you or your opponent or are they undecided? You can’t win without this knowledge.

2. COMMUNICATE

Build a solid donor base and volunteer base and stay in contact. These people support you with their donation and time for multiple reasons, at least one of which is you support the issues that are important to them. Communicate with them to foster a relationship in both non-election years as well as election years.

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3. PERSUADE

A successful voter contact program will include direct mail, phone calls, door-to-door, digital and mobile advertising, radio and television advertising. Figure out the best way to reach your targeted voters who need to be persuaded to support you, what it will cost and how it will be implemented, and make a plan to accomplish it.

It takes an undecided voter multiple times to see something about a candidate for them to be persuaded to vote for them. For direct mail, it can sometimes take 3-6 pieces of mail on the same issue for the message to penetrate and influence a voter’s thinking.



4. TURNOUT

Now that you have identified the voters you need to win and persuaded them to support you, you need to make sure they go vote.

Running an aggressive program to get identified supporters of yours to participate in either early voting if that is allowed in your area, or request and fill out an absentee ballot, or engage in in-person absentee voting is an important project to “lock in” your voters. Additionally, you need to have a plan to contact your identified supporters who will vote on Election Day as well.

Direct mail that includes an absentee ballot request form directed to identified supporters can help you lock in early votes. Sending a targeted list of identified supporters a specialized message to their mobile phones can serve as a reminder of when early voting locations are open and available.

REMEMBER YOUR FUNDRAISING OPERATION. All the things above cost money. You need a well-thought out plan to raise the needed money to operate these programs.



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