Election Trends & Campaign Planning Workshop Worksheet

The first steps to a successful campaign: As you attend sessions the next few days, think about how you would answer these questions for your own communities.

**Drafting a Campaign Plan**
1. What is your SMART goal?
2. Who are your targets?
3. Who will do the work to win and when?

**Building a Coalition**
1. What is your compelling case that will entice other organizations to join the coalition?
2. How are you going to communicate with the coalition membership to keep them engaged?
3. How are you going to resolve conflict among the members?
4. What are you going to ask coalition members to do?
5. How are you going to make sure coalition members accountable?

**Running and Organizing Field Operations**
1. What are the opportunities to build your field operation during signature gathering/pre-ballot qualification?
2. What are the basic elements of Direct Voter Contact?
3. What is the most important resource in your field campaign? How do you maximize it?
4. What kinds of data should/could you be collecting to add to your voter file?
5. When does Get-Out-The-Vote start?

**Funding Your Campaign and Making a Budget**
1. What type of transit campaign are you funding—educational, political or both?
2. What are the essential elements to include in your budget, e.g. staffing, polling/research, legal, field, website, social media, field operations, paid media?
3. How can you budget for contingencies or higher levels of campaign spending?
4. What are the typical funding sources for educational or political transit campaigns?