

HOW TO RUN A CAMPAIGN

on  OutreachCircle

8-14 months before election day, you've decided to run for office

 Draft Campaign Plan, start recruiting key team members

 **Draft Plan for digital mediums**

- Reserve your URL/name for your website, Facebook Page, Twitter, Instagram, YouTube
- Create your campaign on OutreachCircle. (account can stay in private mode until you are ready to launch)

6-8 months before election day

 Assemble your core team and attend relevant training.

 Gain access to the Voter File, set initial targets, revise campaign plan and goals.

 Finalize creative; design and order printed materials

 **OutreachCircle Administration**

- Request NGPVAN API or upload voter file
- Create a plan for recruiting and onboarding supporters
- Have core team sign up as supporters
- Email/Text Supporter Invite
- Social Media Share - Supporter Invite & Message Amplification
- Supporter Update - OutreachCircle launch/welcome message
- Create unique recruitment links & flyers for events

4-6 months before election day

 **Field**
Onboard staff & start voter contact efforts

 **Finance**
Call time, house parties, mailings, labor screenings

 **Comm.**
Develop press packet & media kit, recruit rapid response & letter to the editor volunteers

 **OutreachCircle Administration**

- Create additional recruitment links for event types and supporter groups
- Email/Text friends invites to events/fundraisers
- Email/Text recruitment to join OutreachCircle
- Campaign update(s)
- Boosting social media posts

3 months before election day

 **Field**
Recruiting volunteers, door knocking, calls/texts, early/absentee strategy

 **Finance**
Call Time, Fundraisers

 **Comm.**
Debate prep, rapid response in place, digital team regularly posting, earned media

 **OutreachCircle Administration**

- Flyers for onboarding supporters at events
- Supporters email/text friends for events, donations, supporter recruitment
- Supporters email/text friends to survey them on support/voting plans
- Social media posts to recruit OutreachCircle supporters
- Boost social media posts
- Regular campaign updates
- Survey supporters confirming how they would like to help

2 months before election day

 **Field**
Early/absentee voting plans, volunteer recruitment, doors, phone/text, GOTV prep

 **Finance**
Call time, fundraisers

 **Comm.**
Mail program, update digital/creative, earned media

 **OutreachCircle Administration**

- Supporters email/text friends for events, donations, supporter recruitment
- Supporters email/text friends to survey them on support/voting plans
- Social media posts to recruit OutreachCircle supporters
- Rapid response and boosting social media
- Regular campaign updates
- Yard sign delivery/replacement

4 weeks before election day

 **Field**
Early/absentee voting underway, finalizing GOTV, doors/phones/text

 **Finance**
Call time, fundraisers

 **Comm.**
Mail program, update digital/creative, earned media

 **OutreachCircle Administration**

- Email/Text recruitment for GOTV Volunteers
- Email/Text vote plans including early/absentee voting
- Weekly/bi-weekly updates
- Social media message amplification

3 weeks before election day

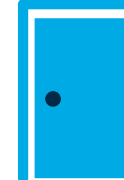
 **Field**
GOTV or persuasion doors/phones/text and volunteer recruitment

 **Comm.**
Mail program, update digital/creative, earned media

 **OutreachCircle Administration**

- Email/Text Volunteer recruitment
- Email/Text Plan to Vote
- Campaign update

2 weeks before election day

 **Field**
GOTV or persuasion doors/phones/text and volunteer recruitment

 **Comm.**
Last mailings, digital ads

 **OutreachCircle Administration**

- Email/Text Volunteer recruitment
- Email/Text Plan to Vote

1 week to election day

 **Field**
GOTV and volunteer recruitment

 **Comm.**
Digital ads, earned media

 **OutreachCircle Administration**

- Email friend to friend GOTV
- Email reminder to supporters to email/text friends
- RSVP for volunteer shifts

3 days to election day

 **OutreachCircle Administration**

- Text friend to friend GOTV
- Text supporters reminding them to text friends
- Amplify social media post recruiting supporters

1 day to election day

 **OutreachCircle Administration**

- Second round of text GOTV

POST ELECTION

 **OutreachCircle Administration**

- Thank you message to supporters
- Lawn sign collection
- Ongoing engagement with supporters
 - Social media amplification
 - Surveys
 - Fundraising

Start your campaign today on OutreachCircle by visting <https://client.outreachcircle.com>

Need help? Reach us at support@politicaldata.com

 OutreachCircle