

Modern Election Campaign Planning

Christian Kröning and Sven Zylla

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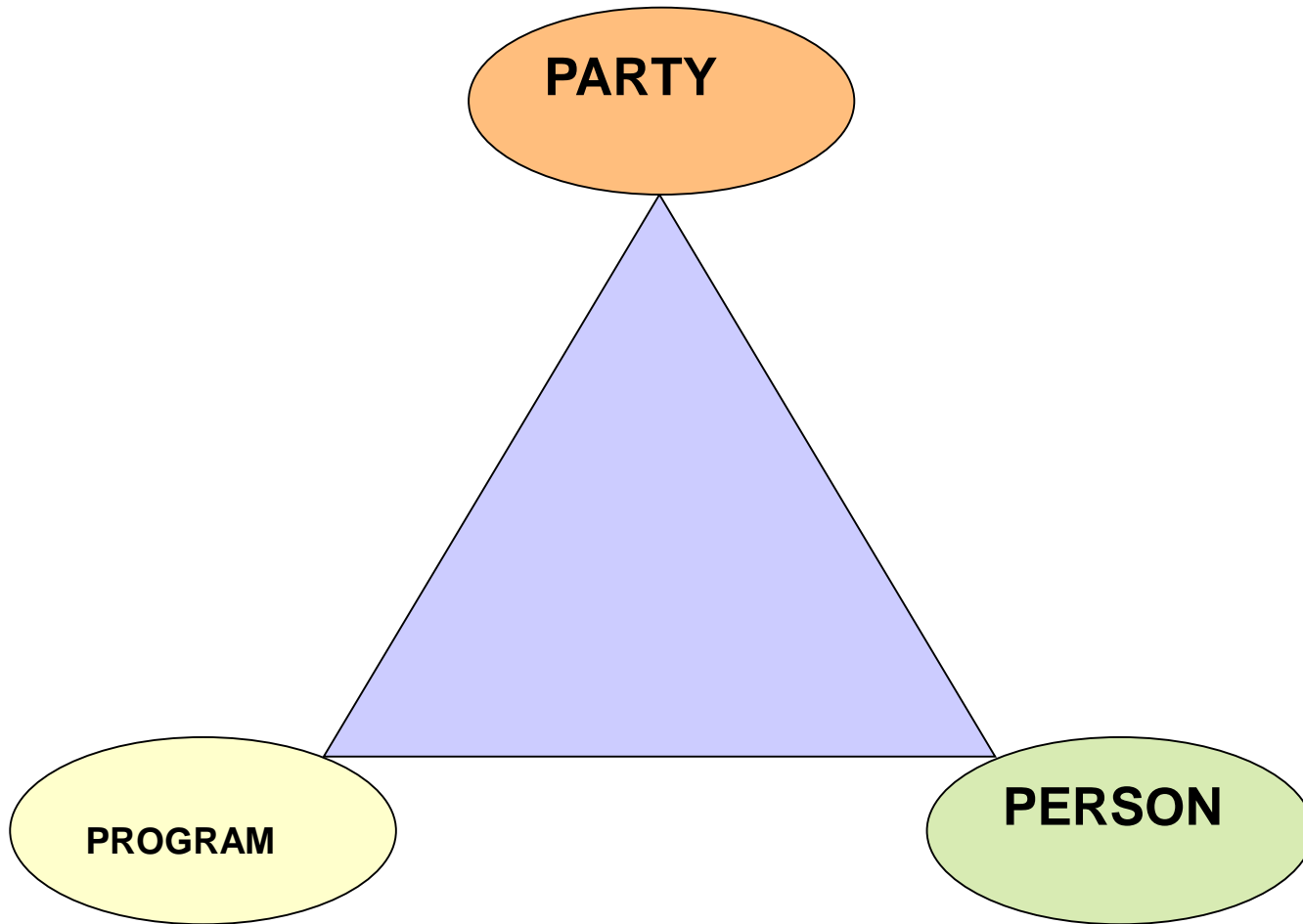
Goals of the Workshop

- Election goal
- Analysis of the party's strengths and shortcomings
- The party's identity and values
- Central program statements
- Slogan of the election campaign
- Motivation and mobilization
- Organization of the election campaign

Our Election Goals

- XX percent
- No government without us
- (?)

Three Pillars of Election Victory



Three Pillars of Election Victory

- **PARTY**

Identity, credibility, profile, organization, mobilization, campaigning ability

- **PROGRAM**

Identity, values, orientation, potentials, future prospects

- **PERSON** (top candidate)

Identity, values, perspectives, credibility, leadership skills, emotionalization, charisma

Start of Planning

- Define decision-making structures
- Election campaign commission
- Program commission
- Election budget
- Election headquarters
- Time and phase planning

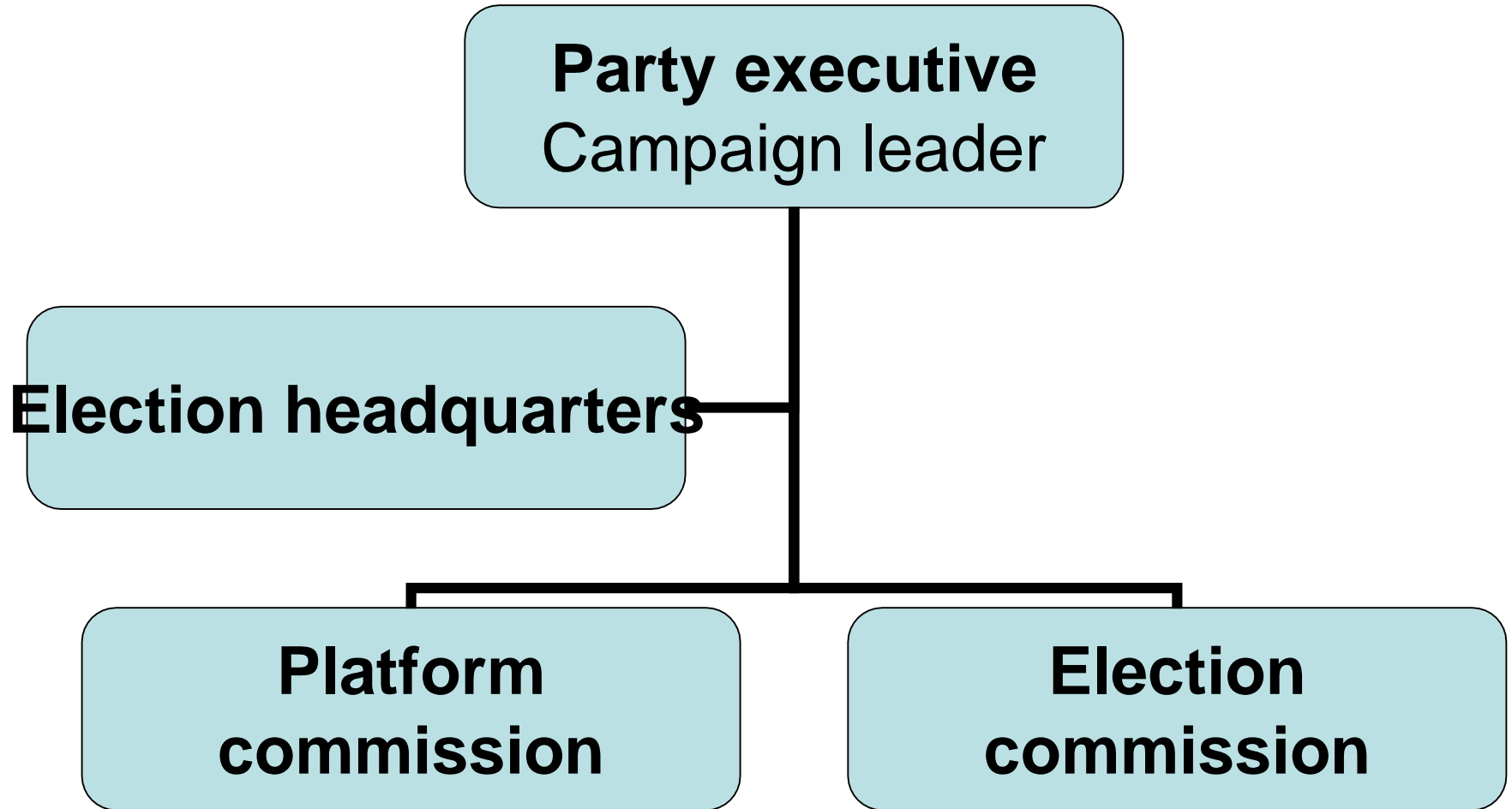
Decision-making Structures

Party executive
Campaign leader

Election headquarters

**Platform
commission**

**Election
commission**



Decision-making structure (II)

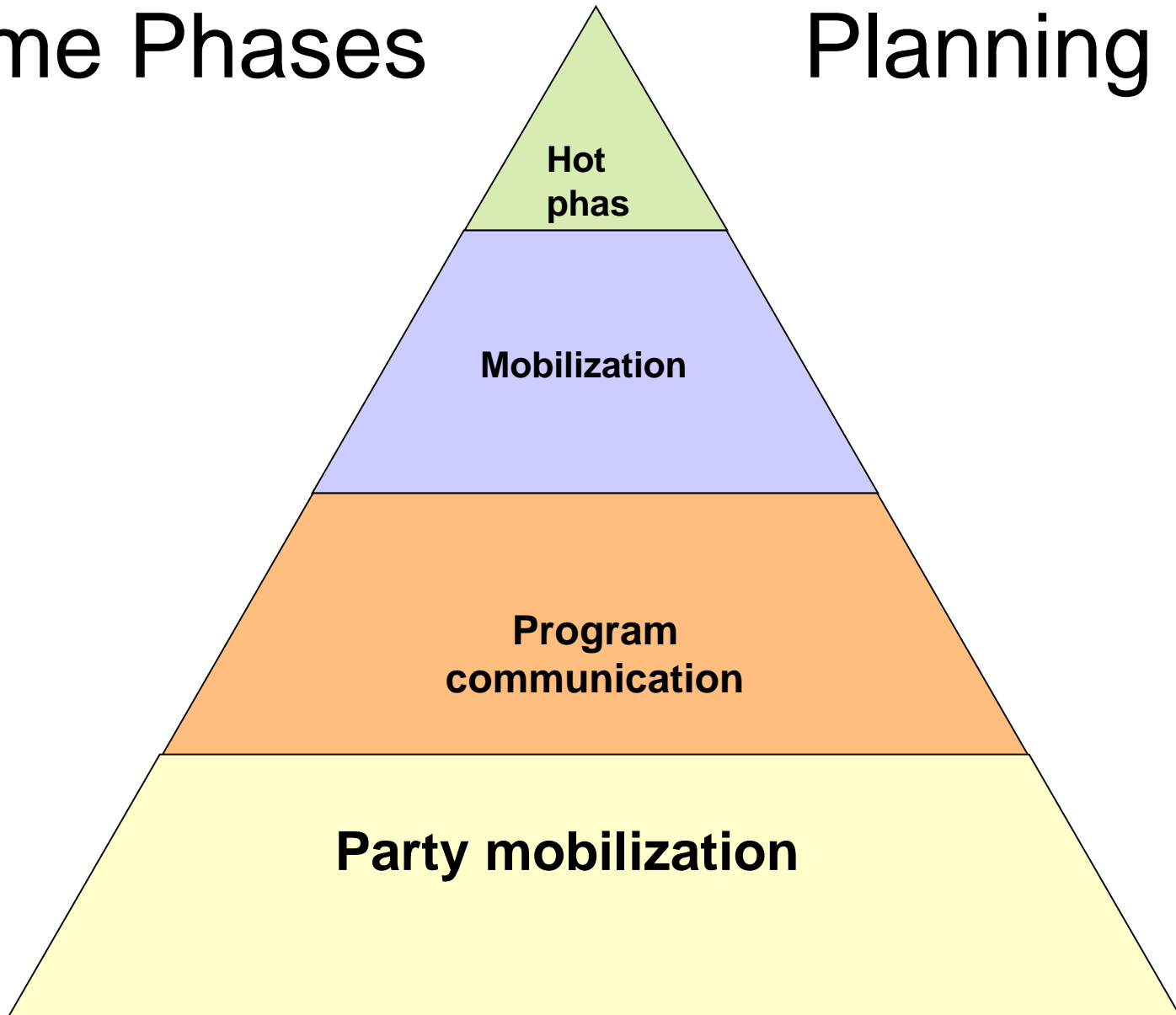
- **Campaign leader**
Suggestions, templates for:
- Campaign commission (max. 12 persons)
Discussion of campaign planning and strategy
Decisions by democratic voting with the top candidate having the right to veto
- **Party executive**
Decisions by democratic voting (veto right of the top candidate and the treasurer)
- **Campaign leader**
Implementation of decisions

Election Budget



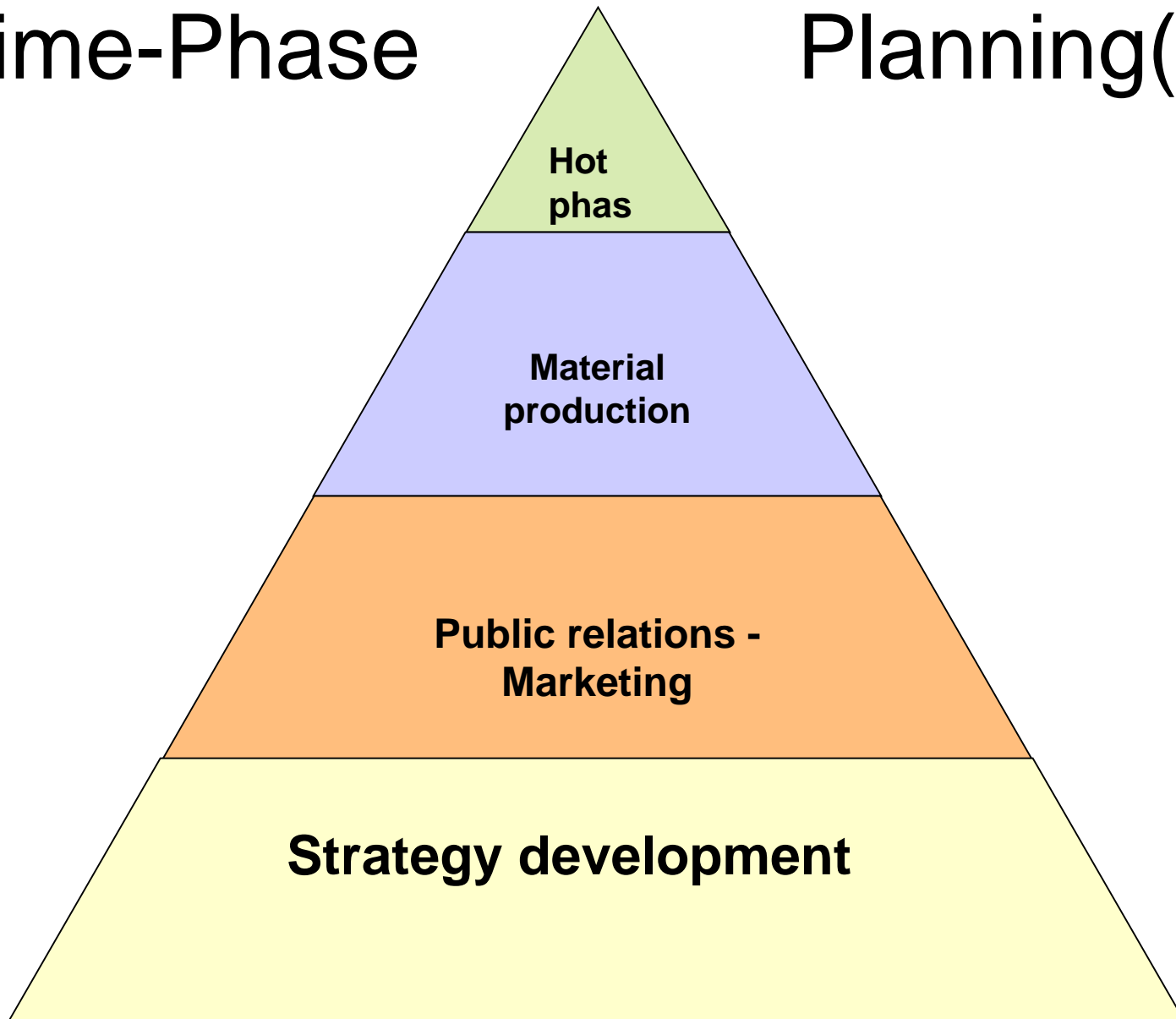
Time Phases

Planning (1)



Time-Phase

Planning(2)



Election Headquarters

- **Campaign leader**
- Direction of campaign-commission
- Advert agency
- Strategy planning
- Voting top candidate

Mobilization

- Trainings
- Activities
- Voter initiatives
- Telephone work
- Home visits
- Events/festivities

Events

- Party congresses
- Top candidates
- Large events
- Target groups
- Appointments

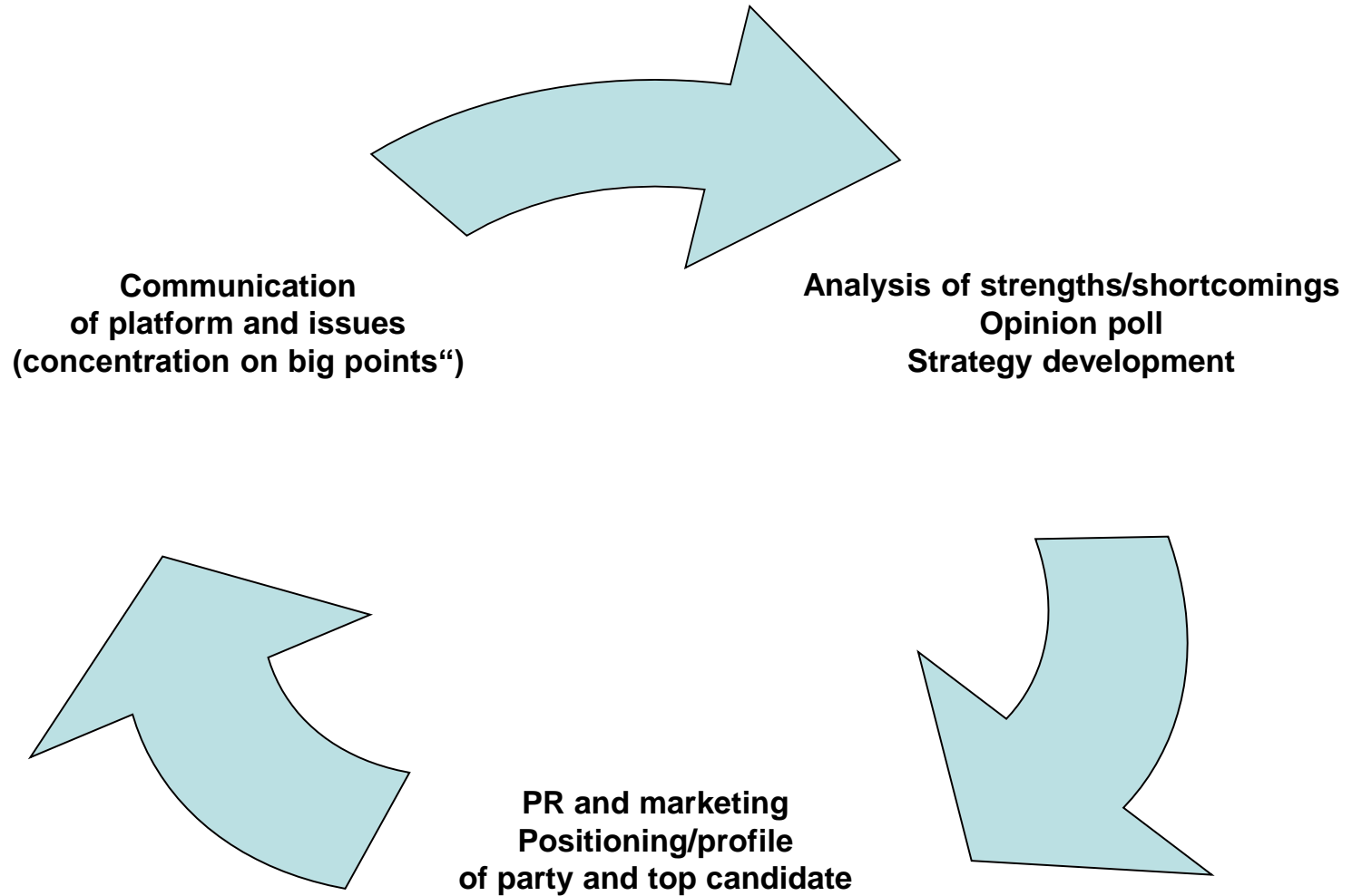
Communication

- Media work
- Election newsletter
- Member info
- Internet
- Observation of competition

Budget - Resources

- Control of finance
- Resource management

Strategic Planning



Analysis of Strengths and Shortcomings

Strengths

Here we are better than others!

Uniqueness

Only we can do this!

Competence

Here we are as good as others!

Shortcomings

Here we are worse than others!

Contents of an Opinion Poll

Addressees: Voters!

- **Priority issues**
- strengths, shortcomings, competences of all parties
- **Top candidates (all)**
 - economic competence
 - social competence
 - leadership skills
 - credibility
 - trustworthiness

Key Question

**Which party (which candidate)
is in the best position to solve the future
problems of this country?**

Strategy Development (I)

- Future perspectives for the country
- Major societal trends
- Which goals do we have?
- How do people benefit?
- What can we do concretely?
- What about us bothers voters?
- What consequences can we draw from that?
- What should be changed or developed?

Strategy Development (II)

- Why should WE be elected?
- Our three major campaign issues!
- Our campaign slogan!
- Which PR and marketing strategy suits us?
- Which are the target groups we must address?
- Which events are suitable for that?
- Which personalities and organizations support us?

Our Top Candidate

Strengths

Here he/she is better than the others!

Uniqueness

Only he or she can do this!

Competence

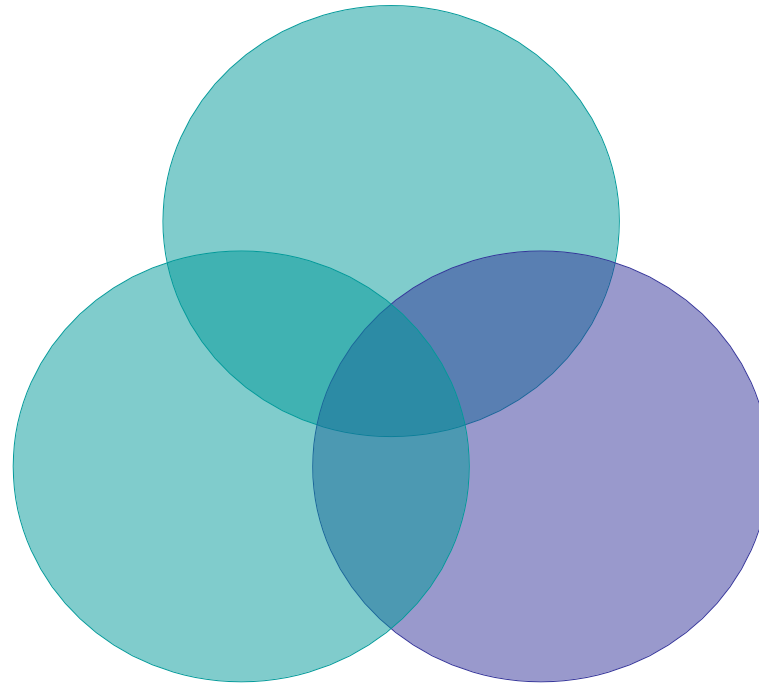
Here he/she is as good as others!

Shortcomings

Here he/she is worse than others!

United – Resolved – Successful

Party



Platform

Candidate