Modern Election Campaign Planning

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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

- Staff
- Trainings
- Constituencies
- Internal party mobilization
- Advert. agency
- Material production
- Budget
- Events
- Advertise-
ment
- Special costs
- Media work
- Activities top candidate
Time Phases

Planning (1)

- Hot phase
- Mobilization
- Program communication
- Party mobilization
Time-Phase Planning(2)

- Strategy development
- Public relations - Marketing
- Material production
- Hot phase
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

Communication of platform and issues (concentration on big points)

Analysis of strengths/shortcomings
Opinion poll
Strategy development

PR and marketing
Positioning/profile of party and top candidate
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