

Campaign Organization for Local Evanston Campaigns Katie Trippi

Once you have made the decision to run for office it is important to surround yourself with a diverse group of people who are willing to help you win your election by taking on important campaign roles. Ideally your campaign team will start meeting about 12 weeks before election day (mid-January for an April election) and will meet at least once a week during those 12 weeks.

There are a few tasks that must be completed before your team begins to meet weekly.

1. Create and file your Campaign Committee with the State of Illinois Board of Elections. File your D-2 statement even before you start raising money, though it is not required until you have raised or spent \$5000.00 it is much better to do it sooner than later. In order to file your D-2 you will have to identify both a Campaign Treasurer and a Campaign Chair. The candidate is allowed to serve in both these positions, but it is a bad sign if you are not able to recruit these two positions early in your campaign.
2. Prepare a plan for collecting signatures on your candidate nomination petitions. The signature collection period is generally from Early October thru late November for an April Consolidated Election. Be sure to download the correct petition for the office you are seeking from the State of Illinois Board of Elections website. **Follow the directions exactly** or your petitions can be rejected for not meeting the required standards. The number of signatures you are required to file is directly related to the number of votes cast in the most recent Mayoral election in Evanston. Check with the Evanston City Clerk or the State Board of Elections to get the exact number, then plan to file the maximum number of signatures allowed for the office you are seeking. Be sure to engage a Notary Public to sign and notarize your petitions as they are collected from the volunteers who passed the petitions.
3. Begin to outline your campaign calendar and campaign plan, what tasks need to be accomplished by what dates. What will you need in terms of fundraising to meet the expenses of the campaign as they arise.
4. Create your first fundraising appeal to the people who know you best, Your family, close friends, College roommates, childhood friends and neighbors.

As you begin to recruit folks for your campaign team make sure that you are creating a group that is reflective of the many aspects of diversity found in Evanston. If you are running city wide, make sure that you have folks from every neighborhood and school community on your committee. Racial, ethnic, gender, age, and economic diversity is extremely important. People with different areas of interest or expertise will be helpful in guiding your issue education through out the campaign. Do not pack your committee with like minded people. Your most important issue discussions should take place first in our own committee.

Jobs to Be Filled

- Campaign Manager(s):
Responsible for coordinating candidate's schedule. No more than one activity per evening and no more than 3 to 4 evenings per week. Anyone requesting the candidate's time **must** go through the Manager(s). The candidate should not make any commitments for the campaign before consulting with the Manager(s) and needs to let the Manager(s) know of any personal commitments so there aren't conflicts.
- Fundraiser/Finance: Responsible for raising funds.
- Treasurer: Responsible for paying bills and meeting reporting requirements
- Social Media Coordinator: Creates and posts all Social Media Posts with the approval of the Candidate and/or Campaign Manager
- Graphic Designer: Creates coordinated graphics for website, lawn signs, buttons, printed materials.
- Kick-off Party Host/Coordinator: Sets date and location of party, organizes invitation, organizes party.
- Coffee Coordinator
- Supporters List Coordinator/Citizens Committee: obtains signatures of community for endorsement.
- Lawn Sign/Button Coordinator (or Visibility Chair) coordinates and distributes campaign materials
- Issue Education Coordinator: establishes priorities and "talking points"
- Volunteer & Database Coordinator
- Media/Letters to the Editor Coordinator
- GOTV Chair (Get out the Vote) coordinates and executes mail in, early voting and election day efforts to ensure that supporters actually cast their ballots.

- Schools Chairs: establishes lead person at all schools who help to coordinate campaign activities in that school community.

Evanston Campaign Budget

The following items are the major expenses for any campaign. The \$\$ amounts and number of items are listed for a City wide election like School Board or Mayor. The budget items are the same for a city council race but the number of items and the \$\$ are less for some collateral items because you are running only in a specific ward.

The costs in this estimate are based on 2021 prices.

Expenses:

Campaign Logo and Website design: \$1000

Lawn signs: City wide 1000 signs @\$5.00 = \$5000

Buttons: 1000 @ \$2.00 = \$2000

Mailings to likely voters: 4 city wide mailings @\$5000 each \$20,000

Subscriptions: Zoom, Evanston Now, Cell Phones: \$500

Postcards: 5000 @ \$1.00 = \$5000

Postage: 5000 @ .50 = \$2500

Campaign Kickoff event= \$1000

Election Night Victory Party= \$1000

Total Campaign Budget: \$36,000

Coffee Coordination Template

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Coffees are a great way to get the candidate before people talking about issues and gaining supporters. Even if not many people attend a coffee, they are valuable because invitees know someone they know is supporting the candidate (and are therefore more likely to support themselves) and announcements are in the local papers so the candidate is seen to have support.

During the pandemic we hosted our coffees via zoom. This was a very effective way to talk to a lot of people in one setting. And did not cost anything to host except for the Zoom subscription. I still believe meeting voters face to face and in person is important and most effective when meeting a voter who you are hoping to persuade to vote. I would recommend a mixture Zoom and in person coffees. The following is a description of how to organize an in person coffee.

Campaign provides:

Blank invitations

Postage for invites (though host can contribute!)

Someone to help with set-up/clean-up

Host duties:

Writing and mailing or emailing invitations

Collecting RSVP's

Folding chairs (if needed)
Lawn/window signs
Campaign literature
Buttons
Napkins/plates/cups (unless host wants to contribute)
Food (unless host wants to contribute)
Drinks (coffee, decaf, tea, soft drinks, water) (unless host...)

Timeline and tasks:

Well before the coffee:

Coffee coordinator should be the only contact person with hosts to eliminate duplication of information and confusion. S/he should ask hosts how many invitations they want to send out and deliver blank invitations with plenty of time to get them in mail; give them a few extra. Coffee Coordinator will also send invitations to anyone who has contacted the campaign about wanting to attend a coffee (run these by the hosts).

The day before the coffee:

Coffee coordinator should call hosts to get number of RSVP's and arrange for someone to help with set-up and clean-up. Coffee coordinator should get signs, buttons and brochures and arrange for them to be delivered to coffee.

The day of the coffee:

Coffee coordinator should check in with hosts to see if they need anything.

Follow-up:

Campaign person traveling with the candidate that evening should be sure to follow up on any questions/concerns/issues and potential volunteers that come from the coffee within 48 hours. Coffee coordinator sends thank you to hosts and to attendees.

Every Campaign's Guide to Getting Out the Vote

There is nothing sadder in all of politics than to see a well-organized and well-run campaign fail because it let get out the vote activities fall through the cracks. Worse still are those campaigns that think that they have so much support from the public they don't need to work hard on Election Day to get out the vote. Nothing could be further from the truth. Every single candidate and campaign manager should have this sentence printed on a plaque hanging on her or his wall: An organized get out the vote operation is integral to the success of EVERY campaign.

What Is Get Out the Vote?

Get out the vote operations (sometimes called GOTV) are those activities that the campaign performs to turn voters out on Election Day – those tactics and strategies the campaign will use to get supporters to get up, go out, and vote either by mail in ballot, early in person voting or

on Election Day. GOTV campaigns need to be targeted – that is you need to make sure you are getting your supporters, and only your supporters, to go to the polls. GOTV operations are a waste if you are trying to move ALL voters to the polls, including your opponents’.

Simply put, every campaign, whether it is for school board or president, can and should implement a get out the vote effort.

GOTV Goals

The goal of your get out the vote campaign is to identify who your supporters are and get as many of them as possible to actually go vote. The GOTV team is not responsible for persuading people to support your candidate – that is the job of the rest of your campaign structure. The GOTV campaign need only identify who has ALREADY been persuaded to support your candidate, and then motivate those supporters to go vote.

When to Get Started

You should begin planning your get out the vote strategy well in advance of Election Day. Thirty days before the big day, you should have your get out the vote team in place and have your materials and systems prepared. You’ll need to appoint one person as “GOTV Chairman.” This person should oversee your get out the vote activities in conjunction with the campaign manager.

The Two Phases

Get out the vote campaigns consist of two phases. The first is the identification phase. During this phase, your campaign should seek out and identify supporters. This list will be used in the second phase, the motivation phase. During the motivation phase, which occurs in the few weeks leading up to the election, your team will try to motivate the supports you identified to go to the polls and vote for your candidate.

Identification, Please

The identification phase basically lasts the entire campaign, with the exception of the last few days before the election. During the entire campaign, as a part of every activity you conduct, your campaign must be keeping a list of supporters – along with relevant information such as phone numbers, addresses and e-mail.

Your list should start with your own volunteers – the people who are working to make sure your campaign succeeds. Add to that list anyone who contributes to the campaign, people who attend your events, people you meet going door to door who say they are for you. In short, add everyone who says they support you.

You can also add more people to your list of supporters by using classic voter identification methods. By using voter ID (such as calling voters to ask who they plan to support), you make adding names to your list an objective in and of itself.

Your goal is to build a list that contains a number of supporters equal to at least 50% of the total votes you need to win the election.

Contact and Re-contact

Several days to one week before the election, you are ready to start motivating your list of supporters to go to the polls. Your ultimate goal is to make sure that every single person on that list actually casts their vote before or on Election Day.

When early voting opens (usually 30 days before the election), you should contact each supporter to remind them that early voting has begun and when and where they can cast their vote before election day. Folks who tell you that they plan to vote early or by mail should be called again the weekend before the election to be sure they have voted and if they haven't reminded to vote in their precinct on election day and again ask for their support. You should contact each supporter at least once and if possible, several times, using several different methods, listed here in order of descending effectiveness: door-to-door visits, phone calls, e-mail blasts, direct mail, door hangers.

Election Day!

Enlist volunteers to place yard signs at the entrance to each polling site. By law, signs must be at least 100 ft from the door of the polling place. Signs should be in place before polls open at 6:00 AM.

Station greeters at least 100 ft from the door of the poll to greet voters and pass out your literature to every voter who will take it before they enter the polls.

Schedule poll watchers to sit inside the polling place to mark off voters as they announce their names to the election judges to begin the voting process. Poll watchers must obtain credential from the Cook County Board of Elections that are signed by the candidate and specify a polling place in the area where the candidate is on the ballot.

Poll watcher should communicate with the campaign at certain hours which supporters have already voted and which have not so that runners can be sent, emails can be sent, phone calls can be made, whatever method you choose to get in contact with those who have not yet voted to remind them when the polls close and ask them to vote for you.

Poll watchers can also be present when the votes are tallied at the end of the day after the polling place has closed. Polls close at 7:00 PM. This is the fastest and most reliable way to receive poll results directly to the campaign and to know which results have not been reported. The Illinois Board of Elections publishes vote tallies on their Election Day website and updates these tallies in the days following the election when absentee ballots are counted and the election is certified.