



**Excellence Through Education:
Innovate, Collaborate, Create**

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Yard Signs Don't Vote: Best Practices for Local Political Campaigns

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Campaign Basics

IN THE BEGINNING....

There is an Election. And there are Voters



Campaign Basics

The Reason for Campaigns:

- **Your Goal = More People Vote for Your side than the Other**
- Not Everyone is going to vote, and not everyone is going to vote for you
- **The Campaign is run to change the behavior of voters**



Basic Questions for ALL CAMAPAIGNS

- **How many people do I need to vote for me?**
- **Who do we need to talk to?**
- **What do we need to say to them, and how are we going to say it?**
- **What resources does the campaign need to have those conversations?**

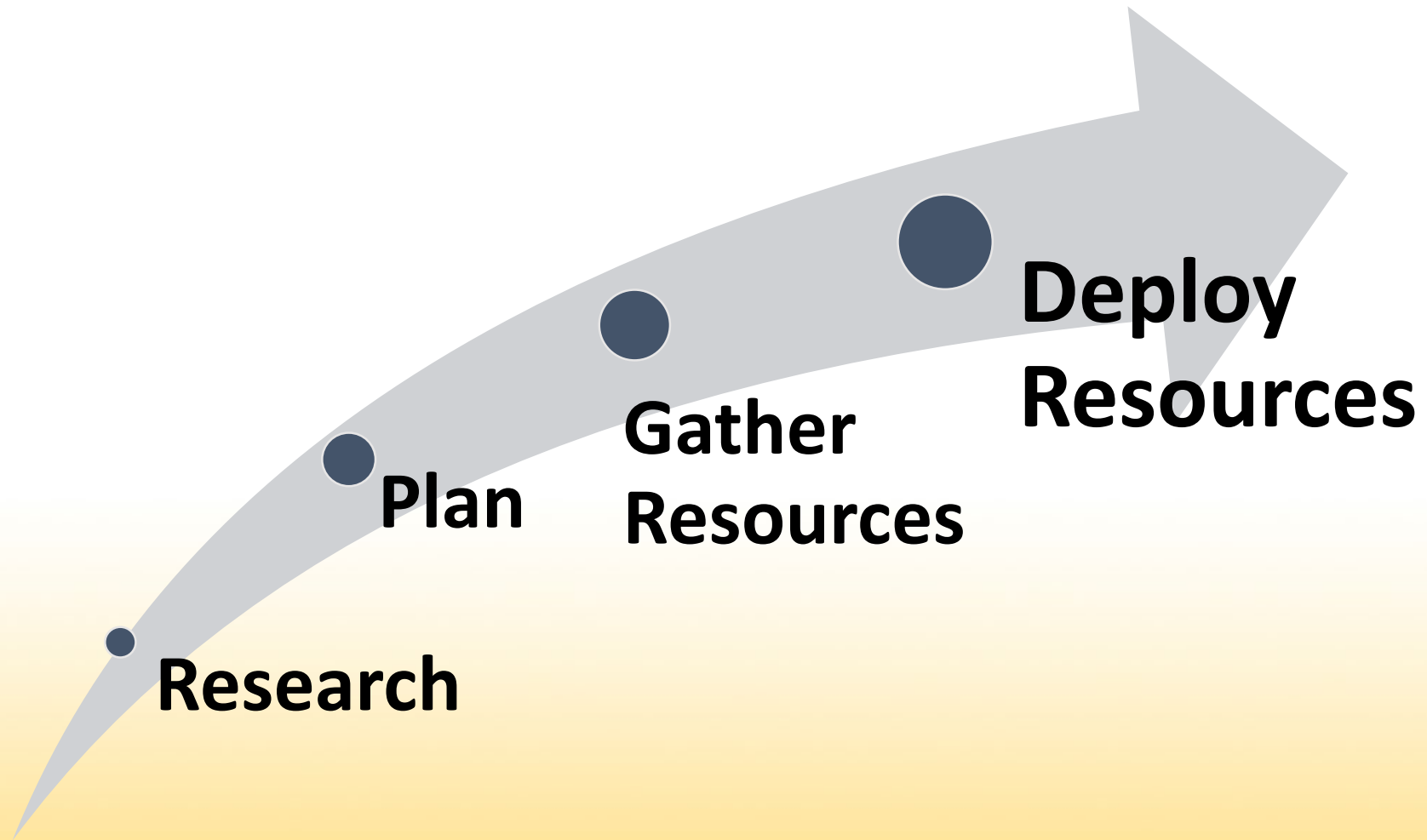


The Campaign Plan

- Campaign plans function to answer those questions
- Each campaign is different based on the election at hand
- **HOWEVER...the process of planning and executing should always come back to core principles and goals.**



Steps in Your Campaign



Resources in a Campaign

TIME

MONEY

PEOPLE

INFORMATION



GOING LOCAL

Every Campaign has limited resources – and will have to make tough choices at some point.

Here are some tips to make the most of your campaign's resources at the local level:

- Money
- Time/Planning
- Engaging and Activating your members
- Technology



Money

- Why is it important?

Money is the engine that drives the choices you can make on a campaign

- What does having the resource mean vs not having the resource
Polling vs Not Polling, More Flights of Mail vs Less Flights of mail,
Professional Campaign Manager vs Member Run Campaign



Money

- **Raising Resources** – Frederick, MD –
- assessing members - what do you need? Over what period of time?
Amount per member???
- prop loan
- money from state and local PACs
- Dues Money Saved

- **Saving for the Future** – West Metro
- Had a long term plan and had saved over time so that finances would not be an issue through union dues.



Money

What did having adequate financial resources enable Frederick and West Metro to do?

- Full Direct Mail Program**
- Digital Advertising**
- Campaign Staff (Frederick)**



Time and Planning

- Why is Planning important?
- **Maximize the most limited resource: time**
- What does it look like?
- Starting well in advance
- Allows you to decide how and when to best use your resources



Time and Planning

Case study of how it was well done –

Ocean City Maryland L-4269

- Local was involved in a Binding Arbitration Ballot Initiative
 - Know what is involved in the entire process
 - How do you find out how many signatures you need to get on the ballot?
 - Can your ballot language stand legal challenge?
 - Fundraising needed to accomplish goal/ Estimated Campaign Budget
 - Do you have your local's buy in?
 - Written Campaign Plan
 - Community Outreach/ Meet and Greet / Find Validators



Time and Planning

Questions to assess in your local

- Weigh your options to get to your goal
- Is this the best way to accomplish your goal
- Are your members on board with your goal?
- Do you have / can you obtain the resources?
- **Time** to obtain those resources?
- **Time** to obtain the legal requirements (signature collection)?



Time and Planning

Campaign Plan

- What is our Win number and how do we get there?
Knowing your win number is essential to creating your planning goals
- How do we communicate with targeted voters? Best Practice: Mail, Door to Door, Media
- How many doors will we have to knock?
- How many mailers will we have to send?
- **Timeline to carry out tasks**



Time and Planning

Budget – Questions to assess in your local?

- How much money and resources do we need to accomplish our goals?
- Where do we get money and resources needed to accomplish our goals?
- How do we spend our money and resources?
- Prioritize best campaign practices for voter contact depending on your resources



Time and Planning

Binding Interest Arbitration
Ballot Referendum

BUDGET (Draft)

Line	Item	Qty	Vendor	Note	Price
1	Yard Signs 18"x24"	100	Victory Store	Two side 30x40 Two Color 70 4x6s \$1.95/each	\$195
2	"H" Frames for yard signs	100	Victory Store		\$85
3	4x8 signs	10	Superior Signs	\$50/each	\$500
4	2x4 signs	10	Superior Signs	\$25/each	\$250
5	Lumber 4x4's 8 Foot Posts	20	Home Depot	\$9.17/each	\$183.40
6	Plywood Lumber 4x8	8	Home Depot	\$38.58/each	\$308.64
7	Rectangle sticker w/ Round corners 2"x3"	700	Victory store	\$.16/each	\$112
8	Facebook Promotion of Videos	10	Facebook	\$30 @ 5 times \$75 @ 5 times	\$525
9	Mailings 6x9" - Large 5x7"	5	Campaign Victory	\$1.596/each x 5 Includes Postage	\$7,980
10	Positive PR Campaigns	N/A	IAFF Local 4269	Estimated: \$565/-	\$565
11	Rack Cards/Info Cards	4,000	Paper Hearts Invitations	\$125/500	\$1,000
12	Election Day Info Cards	2,000	Paper Hearts Invitations		\$500
13	Election Day Supplies	N/A	Bagels \$15 Coffee \$30 Wtr \$8 Pizza 100	Food for members Bagels, coffee, wtr. Pizza	\$153
14					\$12,357.00
15					
16					(8)

Mailing Schedule

	March	April	May	June	July	August	September	October	November
Mailing #1									
Mailing #2									
Mailing #3									
Mailing #4									
Mailing #5									

Purpose: Mailing 1: Introduction of FF/PM's
Who we are
What we do

Mailing 2: Photos of PT's w/ Quotes

Mailing 3: Work of IAFF for messaging.

Mailing 4: Work of IAFF for messaging.

Mailing 5: Work of IAFF for messaging.

(6)



Time and Planning

Campaign Plan – Timeline for all activities

- Getting the Message out to the Community (Informing the business community, Politicians and the Money People)
- Timing – Ocean City is a Beach town where a large part of voting residents rent out housing over the summer months.
- The Local planned, educated and prepared prior to Memorial Day and kicked off their campaign right after Labor Day.



Engaging and Activating your Members

- **Why is it important?**
 - Base of volunteers, saves money and gives you buy in
- **What can a engaged and activated base accomplish?**
 - Ability to run a full-fledged voter contact operation
 - You will have the best chance of success



Engaging and Activating your Members

Phoenix – Creating a Culture of Activism

- Arizona is a right to work state
- Needed to Creating the Culture to survive and thrive
- Long History of Being Politically Active
- Proven success
- Member buy in from previous success
- Cadets and New Recruits are strongly encouraged to become politically active



Engaging and Activating your Members

Houston: Building an Army

- Houston is a massive city, local needs to talk to tens of thousands of voters in a given election.
- Texting membership to keep them updated and involved
- Email - to assign time and place for canvassing to keep their members updated and promote member engagement
- recruiting members



Engaging and Activating your Members

West Metro: Fear as a Motivator

- Not the first choice, but sometimes the only choice.
- If the Tax failed they would lose 50 members and have to close 2 fire stations
- Motivation from true financial and benefits hardship



Engaging and Activating your Members

Member Engagement

- Your plan should include concrete steps that your local union leadership will take to engage and involve your members
- Personalize the Issue – show them how it hits home for them.**
- Show the benefits of acting & costs of not.**
- Communicate early, often, and across channels** they really use (Facebook, Twitter, email, text) as well as through traditional meetings & newsletters
- Use incentives, competition, and fun to make involvement more appealing



Getting the most from your People

Houston Texas Local 341

- Ballot Initiative for pay parity with Police Department
- No raise in 3-4 years



Getting the most from your People

Motivated Membership

- Having a sound plan with membership buy in from the start.
- Actively making ask of all of your members to volunteer.
- Make Volunteering Easy
- Frequent communications/updates via text, e-mail and in person



Getting the most from your People

- Internal Organizing and Education – Station by station
- Get Membership Buy in
- Make sure members fully understand the issue
- Make sure the members understand they are not the audience of the campaign
- Organize Formal Leaders Station by station
- Then leaders organize local's informal leaders inside their stations



Technology

- Why is it important?
 - Maximize your Time/Money/People
- How does it help maximize other resources?
 - By allowing there to be more shifts, convenience getting off of work, rapid access to data to make real time decisions
 - Saves money on paid communications



Technology

- **MAXIMIZING YOUR PEOPLE**
- **Belton – Local 42 (KC Area)** – Minivan helps make canvassing easier, makes members more likely to do 2nd and 3rd shifts
- **Phoenix** – using voter file to target voters in neighborhoods close to fire stations



Technology and Communication

MiniVan

- Intuitive Smart Phone technology which is also quicker to use
- Automatic live uploading of Data for same day results
- Allows campaigns to concentrate on more dense areas of target voters
- Because of the use of MiniVan the local was able to knock on 1900 doors more efficiently.



Technology and Communication

Using Tech to maximize your money

Belton, Missouri L-42

- Sales Tax Campaign
- Labor Action Network (LAN)
- **Saves Resources using targeting through LAN**
- Targeting for Mail
- Targeting for Canvas Packets
- Sometimes Size of targeting depends on Budget



Technology and Communication

Other Forms of Technology and Communication-

Texting-

- Constant information on the campaign and reminders

Social Media-

- Show Members out Canvassing
- Helps with Positive Peer Pressure
- Constant Reminder of campaign progress / opportunities

