



Vincent J. Bollon
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ERNEST A. "BUDDY" MASS
HUMAN RELATIONS
CONFERENCE

Winning on a Shoestring: Communications and Campaign Tips for Local Elections

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Why Campaigns?

- **Why are we involved with elections?**
 - Because everyone who makes decisions about our profession is an elected official or answers to one.
- **Why are campaigns necessary to have success in an election?**
 - Not everyone votes, not everyone who votes supports you
 - To win, you need more votes than the other side
 - Thus, you run a campaign to change the behavior of sets of voters.



Resources in a Campaign

Every campaign has a limited set of the three key electoral resources:

- **Time**
- **Money**
- **People**



Smart campaigns look for the most efficient path to reach their **goal – the win number.**



Maximize Your Resources

- Plan to maximize your Time.
- Target voters who are most likely to do what your campaign needs them to do.
- Craft messages that work for those voters.
- Deliver messages that have the most impact and use the least amount of resources.
- Grow your resources by finding creative solutions - find more money and more people!



Develop a Plan



Every Campaign Needs a Plan

Every campaign has basic questions in common.

- Your plan will answer these questions:
- 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: Best Practices

- Written down
- Real numbers
- Work off a calendar running backwards from Election Day
- Living document
- Focused on the end goal



Elements of the Plan

- Win Number
- Research
- Message Development
- Targeting
- Voter contact
- GOTV
- Campaign Structure
- Budget
- Fundraising Plan
- Calendar
- Paid Media



Find a Campaign Planning Guide and additional guides on our website!



Now that you have your **plan**, and everyone is on the same page, let's see how we **maximize our resources!**



Target



Targeting and Audience

- Remember, campaigns are run to change the behavior of voters.
- **Targeting helps you choose the voters who are the most changeable – therefore the ones that give you the best return on your resource investment.**
- This can either mean people who you can change from unlikely to likely voters, OR people you can persuade to vote for your candidate who might have voted the other way without your communications/contact.



Questions to Help Target

- What voters are we going to talk to?
- What are we going to say to them? (specific messages)
- Who votes, who doesn't?
- What kinds of voters are persuadable?
- What kinds of voters do you try to turn out?
- Resource: IAFF LAN



Targeting: Case Study



Messages That Work

- What can you say that breaks through to the voters you need to persuade or motivate?
- Putting yourself in their shoes – tailoring message to your audience
- How to talk Normal instead of Fire Fighter-ese
- Resource: IAFF Strategic Campaigns Department, CTA, PTA



Messages That Work: Case Study



Delivering Messages to Voters

Making Smart Choices: Pros and Cons:

- Digital
- Social Media
- Mail
- TV/Radio

Talking Directly to Voters – why Doors Matter



Delivering Messages: Media Case Study



Delivering Messages: Doors Case Study



Growing Your Resources

If you know you don't have the time, money, or people to impact enough voters to win, how can you change that?

- **Strategies for volunteer recruiting**
- **Growing your PAC**
- **Choosing the right time to go forward with an election**



Growing Resources: Examples



Win an Apple iPad!

- Submit your workshop and overall evaluations to be automatically entered in two drawings for a new Apple iPad!
- Complete your evaluations using the IAFF Frontline App:
 1. Open the Frontline App and click on the “☰” symbol in the top left corner by the logo
 2. Select “sign in” and login with your iaff.org username
 3. Click the “Events” icon and select ALTS & Human Relation Conference
 4. Select “Sessions” and click on the workshops you attended
 5. Click “Evaluation”
 6. Complete the evaluation
 7. Click “Submit”

For the overall evaluation, follow steps 1, 2 and 3
Then click “Event Evaluation”, located in the event’s
Dashboard.

Winners will be
announced
February 11, 2022

