

5 Fundamental Components of a Campaign:

1. Visibility
2. Fundraising

3. Communication

4. Identification of vote
5. Getting out the vote

What is communication?

Transmitting something: a meaning or a message to an audience.

-**Verbal** (face-to-face, speeches, forums)

-**Non-verbal** (print, body language, social media)

The idea is to get something across!

An effective speaker:

- Pays attention to what was said
- Is confident and knows the audience
- Prepares and rehearses a speech
- Delivers a short and concise speech
- Uses words the audience understands
- Emphasizes the main point, repeats it, and summarizes it
- Is sincere, enthusiastic and dramatic – you need to mean and believe what you say

An ineffective speaker:

- Speaks at the wrong time
- Doesn't prepare
- Doesn't measure the audience
- Pays no attention to the words
- Lectures
- Wanders and speaks for too long

“There are two types of speakers – those who are nervous and those who are liars” ~ Mark Twain

Consider Your Answer

When you are very quick with your responses to people's questions, you risk communicating that you haven't really listened to what's being asked. You suggest you have an answer all ready and are laying it on them. People are looking for a reason to support you and not the other guy. Really listen to what they are asking... what's their underlying motivation? What do they need to hear from you in order to believe you're the right person for them? Are you connecting with them?

Message

Fast: 5 sec. Sound bite, 30 sec. Commercial, cover of direct mailout

Easy: must be readily understood by targeted voters

Reproducible: can be applied to all important issues and conveys a core set of principles

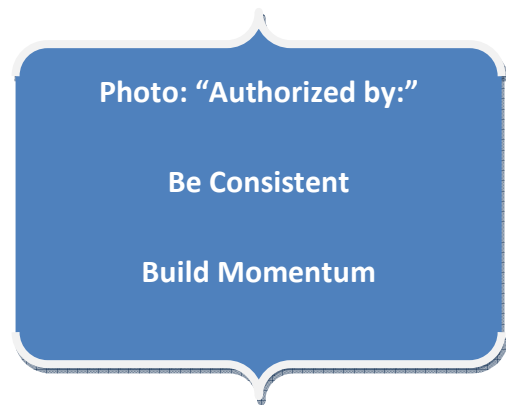
Memorable: you need voters to remember you when they are at the polls!

The Message Box

You on You	You on Them
Them on You	Them on Them

Platform

Core Speech



Materials

- Signs
- Buttons
- Leaflets
- Candidate Cards
- Phone Scripts
- Canvass Scripts
- Newspaper Ads
- Q & A Sheets
- Press Releases/
Media Kits
(photo, bio, Q&A,
statement)
- Website
- Blogs
- Social
Media
(Facebook)
- Emails

Thank you's