Campaigning During COVID-19 (Part I)
Immediate and Pressing Challenges

- Uncertainty in how we live our daily lives.
- Uncertainty about whether or not it’s okay to campaign.
- Uncertainty about how to campaign.
- Uncertainty in how voters will cast their votes.
- Uncertainty about dates for filings, primaries and the general election.
1) Can You Campaign?

- Yes
- When is it Okay?
1) But also?

- Fundraising
- Negative Campaigning
2) Your Campaign Strategy

Political Campaigns

1) Strategy  
2) Tactics

“Strategy without tactics is the slowest route to victory. Tactics without Strategy is the noise before defeat.”

Sun Tzu
Strategic Campaign Planning

Capture

Connect
Voters do not care what you know, until they know that you care.
3) Where to Begin.

The Candidate: BE A LEADER –

*It’s always the right time to do the right thing.*
Campaigning

1. Redefine your “why you”.
2. Revise your overall messaging.
3. Step up and be a public leader now.
Leadership

1. Be the calm in the storm.

2. Listen with compassion: Ask before you can talk - how you can help?

3. Be a connector.

4. Be an optimistic voice – i.e., together we will get through this, it will get better.
Voters do not care what you know, until they know that you care.

“At the end of the day people won’t remember what you said or did, they will remember how you made them feel.”

- Maya Angelou
Priorities

• Update Strategy
  • Capture, and Figure Out Your New Connection

• Shift Focus/ Restructure Plan
  • Still Grassroots, Communications over Door-to-Door
  • Improve Technology Knowledge/Ability

• Build Relationships / Over Quick Votes
  • Gather Contact Information
    • Elected Leaders/Party Officials
    • Request Official List of Absentee/Early Voters
Next Week / Tactics:

- Assessing and Restructuring Your Campaign / Working Virtually.
- Grassroots Campaigning.
- Message Development.
- Fundraising.
Thank You

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