

Campaign Strategy

Holland Group Public Relations



So You Want To Run?

When you're preparing for a political campaign it is imperative to understand the overall structure and theory of electoral campaigns in order to be successful.

Identify What Office You're Running For

Legislative Branch

The legislative branch is made up of the House and Senate, known collectively as the Congress. Among other powers, the legislative branch makes all laws, declares war, regulates interstate and foreign commerce and controls taxing and spending policies.

U.S. House of Representatives

Each representative is elected to a two-year term serving the people of a specific congressional district. The number of voting representatives in the House is fixed by law at no more than 435, proportionally representing the population of the 50 states.

Identify What Office You're Running For

United States Senate

Each of the 50 states is represented by two senators who serve staggered terms of six years; in total, the Senate consists of 100 members.

State Legislature

The primary function of any legislature is to create laws. State legislatures also approve budget for state government. They may establish government agencies, set their policies, and approve their budgets. During a legislative session, the legislature considers matters introduced by its members or submitted by the governor. Businesses and other special interest organizations often lobby the legislature to obtain beneficial legislation, defeat unfavorably perceived measures, or influence other legislative action. A legislature also approves the state's operating and capital budgets, which may begin as a legislative proposal or a submission by the governor.

Campaign Checklist

- What issue drives you to run for office?
- Which elected official or elected body is responsible for fixing that issue?
- Does the office align with the change you desire to deliver?
- Are you eligible to run for the office? (district, length of time at residence, etc.
- When is that position up for election next?
- Is the incumbent running again or will it be an open seat?
- Will you have Republican/Democrat/Independent competitor in a primary?
- When is the filing deadline?
- How to get on the ballot?
- Does it require signatures or a signed declaration?

What Office Makes The Most Sense

Determine what office is best for your background, formal education, experience or community service.

Where Are You Best Suited To Serve?

Where can you be the most productive and get the most work done so that it benefits the community in the most efficient and affective way.

Identify Your Team

Who can assist you with your campaign?

Create a list of people who support your campaign and your goal of running for office.

Tap into your close circle (your kitchen cabinet) and allies who will tell you the truth.

Ensure that everyone involved in your campaign is on file and state their roles on your committee.



Campaign Plan

Fundraising Plan

Decide how you will raise money for your campaign?

GOTV Plan

Develop a plan to engage the the individuals who have committed to vote for you and get them to the polls.

Field Plan

- What is your WIN Number?
- How will you reach your WIN Number?
- How many people do you have now?
- How are you reaching those individuals you need to vote?
- Where are you going to meet and engage with these individuals?

Communications & Digital Strategy Plan

- Develop and craft your message.
- The key to getting your message across is repetition.
- Identify your communications strategy—mailers/paid media
- Determine your best social media vehicle
- Meet the voters where they are

Connect With Us

At Holland Group Strategies, our goal is to assist our clients in identifying the persuadable and mobilizable voters. From canvassing, crafting compelling messaging to creative production, we assist first-time candidates looking to build their first campaign website, to veteran politicians looking for sophisticated voter insights and strategy.

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