

# Campaigns and Christianity

## Session 3: Activism and Involvement

- A. Roles in a campaign
  - a. Candidate - the individual running for office.
  - b. Campaign Consultant - professional political marketer and networker, determines the strategy of the campaign and where resources should be used.
  - c. Campaign Manager - an individual who implements the strategy of the candidate and campaign consultant.
  - d. Finance Director - tracks financial activity, handles government reports, fundraises, and identifies and organizes donors for phone calls or fundraising events.
  - e. Media Director - Individual who organizes media appearances and facilitates earned media exposure.
  - f. Volunteer Coordinator - organizes volunteers for door knocking, phone calls, sign placement.
  - g. Volunteers - Individuals who donate their time to help the candidate distribute their message and work to build coalitions of supporters.
  - h. Donor - Individuals who contribute financial or in-kind resources for the campaign.
- B. Basics of campaigning
  - a. Campaign 101: "No one will ever vote for someone they've never heard of."
  - b. County Election Board and voter lists: each candidate for office is entitled to a list of all registered voters in their district. This is usually supplied by the County Election Board. However, public data can be inaccurate so some campaign consultants specialize in maintaining a database that can be used more precisely.
  - c. Vote counting: The strategy of estimating potential turnout in a district based on past performance and implementing a strategy to win and identify likely voters for your candidate.
  - d. Voter propensity (1-4): Voter propensity is an individual's likelihood to vote. A voter is considered more likely to vote when it can be seen that they participated in a certain number of previous elections.
  - e. Polling: Myths and Tactics
    - i. There are two types of polling that is typically used in political races.
      1. Scientific polling: scientific polling focuses on an accurate picture of the opinions of the public. It prioritizes a well-balanced sample of respondents, generic and non-leading questions, that questions are delivered and answered correctly, and a high enough sample size to reflect the district accurately.
      2. Push polling: push polling always has an agenda. It's purpose is to convince the public that the race is moving in a certain direction. It prioritizes as little fairness as possible in order to be considered a valid poll. It will usually be used by campaigns to bolster their favorability. Illustration: When a football team is right on the goal line and runs the ball but is stopped right by the line, typically you will see the offensive players begin to "help" the referee call a touchdown even though it is too close to tell. This is an example of what push polls are used for. They are intended to skew things in a direction that may or may not be true.
- C. Party politics and how they influence campaigns.
  - a. Local clubs, county party, state party
- D. State & Federal campaigns
  - a. Differences
    - i. Federal issues vs state issues

1. Example: a state senator cannot affect federal law such as federal highway funding. A congressman cannot change state law (like changing the turnpike authority).

E. Campaign tactics

- a. Mail, signs, phone calls, social media

F. Two constituencies: stakeholders and general voters

- a. Stakeholders: Those who are closely connected to the position, volunteers, family and friends of the candidates, industries affected by it, and political influencers
- b. General voters: The general public that does not know about the everyday drama of the campaign

G. Cycles of a campaign

- a. Primary, Runoff, General Election

H. Special interest groups: Endorsements, monetary contributions

I. Significance of money in campaigns

- a. Financial tracking and contribution limits
  - i. State races can have different limits (i.e. Missouri has no contribution limits for state races)
- b. Individual contributions (\$2,900 per individual, \$5,800 per couple per cycle)
- c. Political Action Committees (PACs) (\$5,000 per cycle)
- d. Independent expenditures (Super PACs)

J. How to get involved in a campaign

K. Building relationships with legislators and other interest groups