

FOUR EXAMPLES OF CAMPAIGN/PAC ORGANIZATION

OPTION I

Steering Committee
Voter Research/Registration
Fund Raising
Absentee Ballots
Community Outreach
Presentations and Coffees
Media/Publicity
Endorsements
Election Day Activities

OPTION II

Campaign Steering Committee
Community Outreach
Publicity
Election Day
Media
Fundraising
Voter Research
Volunteer/Community Outreach
Chair of each committee serves on the Steering Comm. along with the chair, co-chair, and treasurer of the Steering Committee.



OPTION III

Steering Committee
Technology
Voter Registration
Community Outreach
Fundraising
Communications
Logistics
Volunteer Coordinator
 Telephone Canvassing
 Precinct Work & Poll Watching

OPTION IV

Steering Committee
Finance
Media/Public Relations
Speakers Bureau
Voter Research
Voter Registration
Absentee Ballots
Letters to the Editor
Button, Stickers & Yard Signs
Website
Volunteer Solicitation
Endorsements
Election Day

Your own campaign/political action committee format might very well be different from all of the above or a combination of some of the above. Obviously, the number and quality of passionate community members will dictate the type of committees you organize. Remember to spend time recruiting quality leaders for each task. Do not simply ask for volunteers.

The options above were recommended by Fanning Howey (Option I), Ice Miller (Option II), Schmidt & Associates (Option III), and Dr. Emmert Lippe, Strategic Planning (Option IV). Another list, including job descriptions, can be found in School Finance Elections, Lifton & Senden.