

Creating a Campaign Plan

Overview

The New Hampshire Young Democrats work year-round to recruit, train, and elect the next generation of leadership to local, state, and federal offices. We are committed to providing the resources necessary to create the next generation of young political leaders in New Hampshire. Since its inception, the New Hampshire Young Democrats have supported over 300 young Democrat campaigns.

As the only statewide group organizing young people in New Hampshire, we are here to ensure that any candidate can run a successful campaign in both the primary and general election. We intimately understand how vital it is to elevate the voices and the bold ideas of young leaders across our state and help you get elected.

A smart campaign plan is the bedrock of a winning campaign. ***We recommend that all serious candidates create a campaign plan.*** It takes time, but it's important. A dynamite plan will show us that you're serious about winning and put you in a better position to receive additional resources.

Use this document to create a campaign plan to submit with your candidate questionnaire. You can submit your plan directly on the form at the bottom, or to brandon@nhyd.org

If you have questions, need clarification, or would like to talk through your plan before submission, please reach out to Brandon at brandon@nhyd.org and he will be happy to assist you. We have also provided you with a [sample campaign plan here](#) and [another here](#) to assist you in filling out the information below.

Name

Position

District

The Basics

Why Write a Campaign Plan?

Running for office can be overwhelming and you will be juggling a lot of different things, especially as it gets closer to the election. Writing a campaign plan now allows you to effectively pace your race and yourself. Not everything that people will ask or tell you to do in your race will help you win in November.

A campaign plan will keep you on track and show you the progress you are making. We ask candidates to submit a campaign plan because we believe it will help you develop a successful strategy, and it will help us assess your commitment to running a winning campaign.

Blueprint for Victory

A campaign plan is a written document with goals, strategies, timelines, and benchmarks that work for your campaign. It is focused-on person-to-person voter contact, fundraising, and delivering your message to targeted voters through canvassing, phone calls, and mail. Supporters and donors make up the team that will help you to victory.

You have a campaign plan only once it is written down. The plan may expand as the campaign moves along, but the fundamentals do not.

Getting Started

To begin with, you'll want to create a timeline and work backwards from Election Day. What needs to be done before then? Please fill out the campaign timeline below with a general outline of what you will be doing for each of the following weeks.

Campaign Timeline

Election Day	
1 Week Out	
2 Weeks Out	
3 Weeks Out	

4 Weeks Out	
5 Weeks Out	
6 Weeks Out	
7 Weeks Out	
8 Weeks Out	
9 Weeks Out	
10 Weeks Out	
11 Weeks Out	

Setting Voter Contact Goals

Voter contact is how you win. Running for office in New Hampshire allows you to reach out to your voters directly and connect on the most local of levels. By putting together a voter contact plan and establishing a vote goal, you're able to execute your campaign activities in the most effective way possible to yield the best results.

A vote goal is a calculated estimate, based on past voter turnout, of the number of votes needed to win an election. To calculate your vote goal, you will need some historical election data.

1. *Voter turnout for the past three (3) relevant elections.* For example, if you are running for state representative, which has elections every two years in November, you would need data from the 2020, 2018, and 2016 elections to calculate your 2022 vote goal.
2. *Voter registration totals for the past three (3) relevant elections and the current total number of registered voters.*

Fill in your election year, turnout, and registration totals here.

Year	Turnout	Registration	Turnout %
2022			
2020			

2018			
2016			

3. *Projected Turnout Percentage.* Take the voter turnout for each relevant election and divide it by the voter registration total for that same year. For example, November 2020 turnout / 2020 voter registration total.

Next, add up the turnout percentages from the most recent elections and divide that total by three to get your projected turnout percentage.

Projected Turnout % _____

4. *Projected Voter Turnout.* Multiply your projected turnout percentage by the current registration total for your projected voter turnout.

Projected Voter Turnout _____

5. *Calculating Vote Goal.* This will depend on the number of candidates running in your election. For a two-candidate race, multiply your projected vote by 50% + 1 to get your vote goal.

Projected Vote Goal _____

Voter Contact

What is the best way for you to talk to your voters? Your campaign has limited resources, and you want to use them wisely. The table below breaks down each type of voter contact and its related impact and cost.

Please use this as a guideline when putting together your campaign plan.

<i>Tactic</i>	<i>Impact</i>	<i>Targeted</i>	<i>Resource Costs</i>		
			<i>Time</i>	<i>Money</i>	<i>People</i>
Canvassing	High	Highly	High	Low	Medium
Mail	High	Highly	Medium	High	Low

Lawn Signs	Low	No	Medium	Medium	Medium
Stickers/Buttons	None	No	Low	High	Low
Visibility	Low	No	Medium	Low	Low
Phone	Medium	Highly	Medium	Low	Medium
Email	None	Moderately	Low	Low	Low
Social Media	Medium	If advertising	Low	Medium	Low

Pricing

The table below will give you an indication of what palm cards, direct mail and lawn signs will cost. When pricing out mail, keep in mind, each household in your target universe will typically receive one mailer, as opposed to each member of a household.

Palm Cards 4" x 9"

Quantity	Black & White	Full Color
500 Pieces	\$199	\$290
1,000 Pieces	\$215	\$312
2,500 Pieces	\$385	\$539
5,000 Pieces	\$452	\$650

Direct Mail

Quantity	Economy <i>6" x 4.25"</i>	Medium <i>8.5" x 5.5"</i>	Deluxe <i>11" x 5.5"</i>	Jumbo <i>11" x 8.5"</i>
1,000 Pieces	\$0.75 each	\$0.83 each	\$0.85 each	\$1.03 each
2,000 Pieces	\$0.59 each	\$0.64 each	\$0.70 each	\$0.85 each
3,000 Pieces	\$0.52 each	\$0.58 each	\$0.63 each	\$0.78 each
4,000 Pieces	\$0.49 each	\$0.54 each	\$0.60 each	\$0.74 each
5,000 Pieces	\$0.47 each	\$0.52 each	\$0.58 each	\$0.71 each

Direct Mail Cont.

Quantity	Printed on one side <i>18" x 24"</i>	Printed on two sides <i>18" x 24"</i>
10-49 Pieces	\$17.50	\$18.50
50-99 Pieces	\$8.50	\$9.50
100 + Pieces	\$7.00	\$8.00

*All prices are quoted from [Keystone Press](#), which are generally reflective of other shop prices.

Fundraising

Set a Fundraising Goal

The first step to building your finance plan is determining the budget that is necessary to run a winning campaign. This will be different for every election, and you will want to base your campaign budget off the average cost to win a similar race.

Budgeting

Now, take all the information about voter contact, pricing, and fundraising to create a budget.

Tactic	Quantity	Rounds	Total	Total Cost
Palm Cards				
Mail				
Lawn Signs				
Social Media Ads				
Miscellaneous				
			Overall Total	

That's it! You just finished your campaign plan and are well on your way to running the most effective campaign possible. If there is anything else you'd like to include, or think we should know, please include that below.

A large, empty rectangular box with a thin black border, intended for the user to provide additional information or feedback.