

2020 Camp Counties Webinar

Building a Better Campaign



Presented by
Adrian Hemond
& Scott Bean

Campaigning During a Pandemic

Lessons from COVID-19

Be Flexible


Getting your millage message to voters

Absentee Ballot Programs Are More Important Than Ever!



GRASSROOTSMIDWEST.COM





Coalitions
Targeting
Messaging
Process



Grassroots Midwest

Michigan's Only Bipartisan Political Advocacy Firm

We are political consultants with decades of experience

- Inside and Outside State Government
- Statewide Party Caucuses
- Lobbying
- Private Sector

Adrian Hemond, CEO

Scott Bean

Sabrina Bachwich, COO

Brian Began

Seth Burroughs



GRASSROOTSMIDWEST.COM



Coalitions

The Power Behind a Millage Campaign

A team that's focused on a singular goal can accomplish much more than the individual.



Coalitions

A well functioning coalition can provide valuable resources

- Financial Support
- Validators and Advocates
- Volunteers
- Sign Locations
- Media Opportunities
- Votes

and can be formed using a variety of different groups and individuals.

- Churches and Faith Groups
- Vendors and Contractors
- Local Business Owners
- Elected Officials
- Homeowners
- Organized Labor



Coalitions

Knowing who to consider for your coalition requires knowing your community.

Which faith or cultural groups are important?

Do certain ideas and associations turn-off certain types of voters?

Are there powerful organized labor groups that are influential?

Which local groups or business will gain the most if the millage passes?

PRO TIP: The more competitive the election between political parties, the more important it is to have a balanced coalition.



Coalitions

Odd couple coalitions send a powerful message.



Chamber of
Commerce
+
Organized Labor



Young
+
Old



Republicans
+
Democrats



Farmers
+
CEOs



Business
Owners
+
Their Rivals



GRASSROOTSMIDWEST.COM



Coalitions

Convince others to join your team by giving them real reasons to do so.

Pick influential targets that can fill a real need in the campaign.

Determine what potential benefits your target could reap if the millage passes.

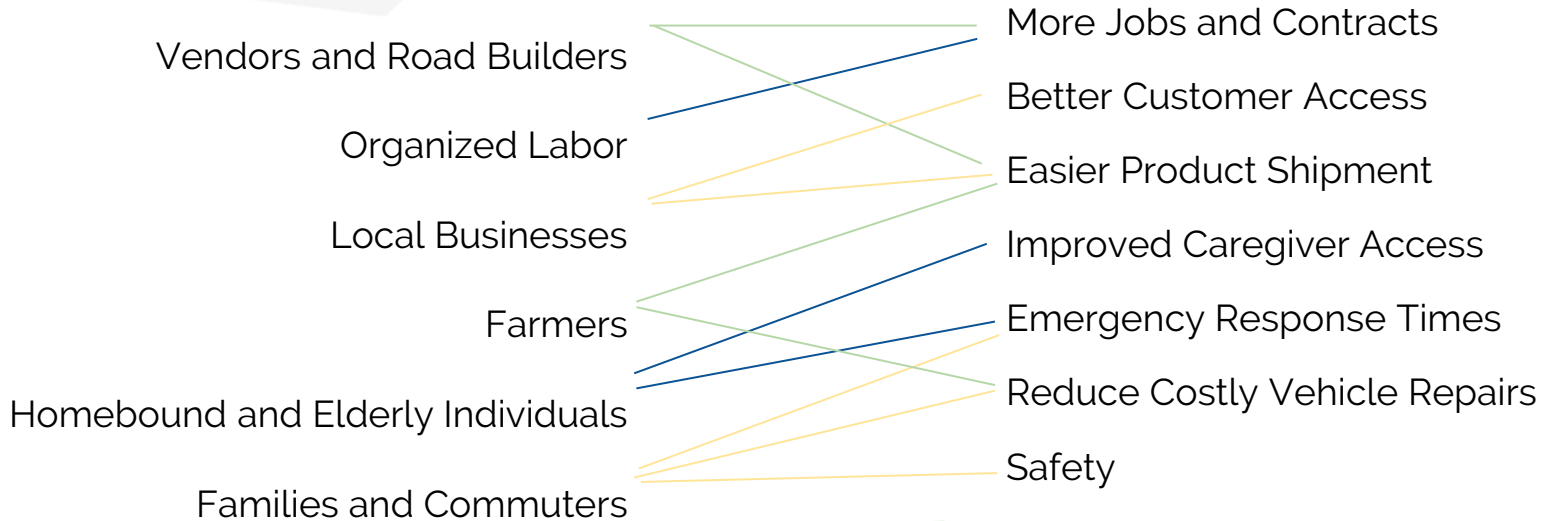
Pick the best suited person to make contact and plan your approach.

Make sure your ask is specific.



Coalitions

Match your targets to their benefits and utilize their talents.



Coalitions

For a coalition to be truly effective, the partners need to be coordinated.

Determine who is in charge of what, and clearly communicate it to the team.

If a partner is providing financial support, who is writing the check?

If they are contributing volunteers, who is coordinating their activities?

Who is writing letters to the editor, Op-Eds, etc., for validators or advocates?



Targeting

Find Your Supporters and Know Your Enemies.

No millage comes without opposition, so it's important to locate your base early and grow it quickly.



Targeting

Figure out who you need on your side.

How many votes do you need to win?

Where are the most effective voting blocs going to come from?

Who will support you without question and who will need a nudge?

Finding and understanding your target audience requires a fair amount of research into your community and a lot of data analysis. There are many tools and resources you can use to help you get there.



Targeting

Build a successful targeting plan using the tools of the trade.

The State Qualified Voter File (QVF) is the greatest resource a successful campaign can have. The raw data can be obtained through the Secretary of State, but an enhanced version is recommended.

Enhanced QVFs are bought from vendors and offer many additions, including:

- Absentee Voter Status
- Issue Positions
- Tracking and Sorting
- Contribution History
- Ability to Add Data
- Past Petition Support



Targeting

Geographic Selections

CD:
SD:
HD:
County:
Jurisdiction:
Council District/Ward:
Precinct:
Street Number From: To
Street:
 Strict Loose
Zip:

AV Status

Any AV voter
Application received by clerk:
From: To:
AV Mailed to voter:
From: To:
 Exclude AVs already returned
 Only include AVs already returned
 Only include those new since last update

Sex, Telephone and Age

Men
 Women
 With Phone Numbers Only
 With No Phone Only
Age from: to

Canvass Results

From: To:

Index Selection

Probability of
Being a Rep: to (0-100)
Voting in November: to (0-100)
Voting in August: to (0-100)
Voting by AV: to (0-100)

Likely Ethnicity/Race

White Black Hispanic Arab

Notes

Has notes

Saved List

Select from saved list:

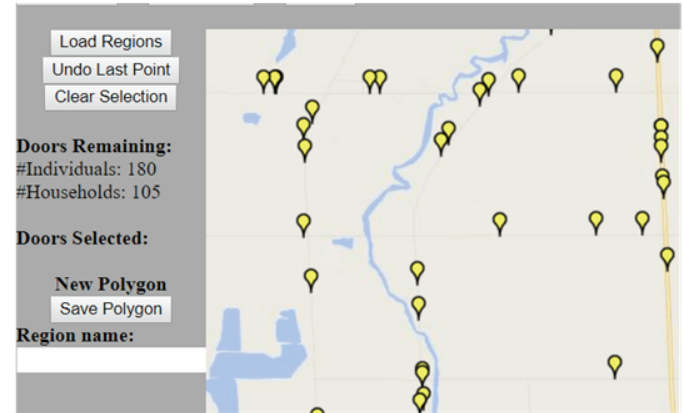
Mail Program

2017-07-13 Summer Mailer Calhoun (Calhoun Events Summer)
 2018-02-07 Barry 2018 Events ()
 2018-02-07 Ionia 2018 Events ()
 2018-02-07 Calhoun 2018 Events ()
 2018-02-26 Email (Email)

Petition Fields

Attorney UAW Activist Pro-choice
 Business Filing Union Activist Against Dove Hunting
 Farm Owner Protect our Jobs Restrict CCW Permits
 State Employee Minimum Wage Anti-Gay Rights
 School Employee Right-to-Life
 Teachers Convicted Felon Legalize Medical Marijuana
 For School Vouchers

Practical Political Consulting's VoteCast



Targeting

Maximize the power of your campaign by using the tricks of the trade.

Political Consultants can help you out with several aspects of your campaign, including initial planning, data analysis, outreach coordination, strategy, and communications.

Research Firms, Media Groups, and Pollsters are also great service resources to utilize if needed, and if they are locally based, may even bolster your coalition or offer invaluable insight into the community.



Messaging

What to Say About the Millage and How to Say It

You need to get your voters to recognize the severity of the problem and the millage as the solution.



Messaging

1. State the need.
2. Show them the benefits.
3. Get them to act.

Be clear about showing voters the problems you intend to fix.

Keep your core message singular and simple.

Communicate it well and often to your team and allies.

Do not let your message get hijacked by personal stances or related issues.

PRO TIP: When it comes to slogans and goals, less is more. Keep it clear and concise to avoid misinterpretations or waffling.



Messaging

1. State the need.
2. Show them the benefits.
3. Get them to act.

Tailor your message to emphasize how the voter will benefit from the millage.

Know your voters and create your universes based on data.

Paint the problem as unbearable and the millage as an easy solution.

Talk to each voter only about the parts of the millage they care about.

Avoid desperately explaining away the cost to voters.



Messaging

1. State the need.
2. Show them the benefits.
3. Get them to act.

Use a variety of contacts for efficiency and effectiveness.

- Door Knocking
- Literature Drops
- Calls (Live/Robo)
- Direct Mail
- Television and Radio
- Social Media

Pick a suitable method for the area or voters you are trying to reach.

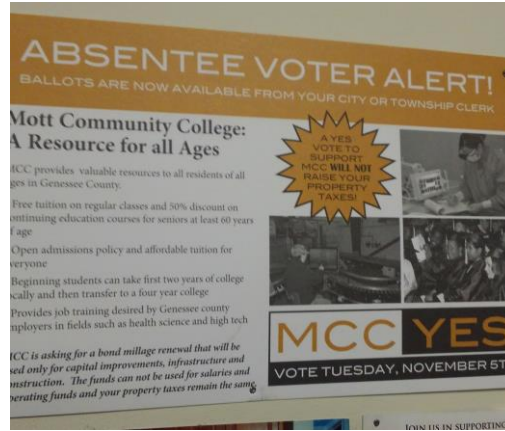


Messaging

1. State the need.

2. Show them the benefits.

3. Get them to act.



GRASSROOTSMIDWEST.COM

Messaging

1. State the need.
2. Show them the benefits.
3. Get them to act.

Take advantage of community events and meetings.

Every local event or gathering can be an opportunity to expand your influence and get the word out. It will also help you connect with the community, allowing you to get real time feedback on how well your campaign is doing.

- Local and County Fairs
- Fish Frys and Dinners
- Parades
- Farmers Markets
- Local Gatherings
- Charitable Events



Messaging

1. State the need.
2. Show them the benefits.
3. Get them to act.

**Asking for money is difficult, and even more so with a millage.
Make sure to regularly remind voters of its importance
and how they will benefit.**

Make sure each potential voter gets multiple touches of different kinds.

Concentrate your GOTV on true supporters.

When in doubt, don't send it out.



Process

Know What You Are Doing and Do It Right

Before you get started, you need to understand the legal boundaries of your millage campaign.



Process

**When moving forward on a millage campaign,
make sure you follow the law.**

Advocating to the public with taxpayer dollars

Forming a ballot committee: Know the law

PRO TIP: Don't rely on guesswork when it comes to the legal side of running a millage. Professional opinions are recommended.



Questions?

Campaigns are complicated, so don't be afraid to ask for clarification.

There are many resources you can utilize on your way to victory, and we are one of them. If you need help on your campaign or are looking for some more direction, feel free to reach out to us at:

ahemond@grassrootsmidwest.com

sbean@grassrootsmidwest.com



GRASSROOTSMIDWEST.COM

