

Laying the Groundwork: 15 Things To Do Right NOW To Prepare For the Upcoming Elections

For most people in most states, the heat of a political campaign is the final sixty-some days between Labor Day and Election Day in the even-numbered years. All that time in between elections shouldn't be "dead time." If you find yourself reading this during "dead time," here are 15 things you and your organization can and should be doing right **NOW** to get the ball rolling for the next elections. Some of the following are things that grassroots activists, precinct captains, party leaders, etc. should be doing ... not necessarily an individual candidate.

1.) Develop Your Campaign Plan IN WRITING

When I was a young pup just cutting my teeth in the business world, I was full of ideas to make a fortune for my employer and anxiously shared them in conversation after conversation. My mentor back in those days, a terrific man named Don Brown, would always respond: "If you can't put your ideas down in writing, you haven't thought them all the way through. Write it up." And he was right.

Likewise, a campaign plan - whether it's for an individual campaign or an organization - that's not written on paper isn't a plan ... it's just an idea.

Your written campaign plan should have two parts: Objectives & Budget.

Whether you are a political organization or an individual campaign, you should at least begin outlining what your key objectives are. You don't need some 100-page battle plan along the lines of the Normandy invasion; just short, simple written objectives of what you need/want to accomplish in the next campaign cycle.

This is your "road map." It will keep you focused on your priorities when distractions and the inevitable SNAFUs head your way.

The second component is your budget. Even the most volunteer-driven campaign is going to cost SOMETHING ... at least if you have any expectation of success. Take the