

# Key Components of Winning Campaigns (Know What's Valuable!)



## 1. UNDERSTAND THE DISTRICT

**1. Voter Demographics & Concerns:** To win a vote, a campaign must understand area demographics. A winning campaign has its finger on the pulse of the people in the area, and understands local issues of importance. For example, a campaign should have a Medicare position if visiting a largely senior area of Florida.

**District/State Lay Out:** A district size and shape can determine how far a candidate travels to connect with voters. Campaign trail hours are precious and a good campaign utilizes the most opportunities to connect with the most voters. It also tailors targeted campaign visits in “must win” areas with targeted issue messages specific to that area.

**Politics: State/national politics play a role in a vote.** For example, a Presidential battleground state – or state whose voters could support either major party – will have more political operatives working on education, outreach and visibility to encourage support. This extra effort on the Presidential level can influence Congressional race results.

## 2. SECURE SUPPORT

**2. Voters:** Having the support of the voters responsible for electing the seat in which you are running is the ultimate goal. But what could be better? Securing their support well before the election and having them spend time educating co-workers, family and friends about their personal reasoning for supporting the candidate.

**Political Party:** While parties do not always extend support when there is more than one viable party candidate, national and state political parties can be helpful to candidates facing tough opposition. For example, parties can assist in connecting the campaign to potential grassroots supporters and raising campaign contributions.

**Endorsements:** National groups across the nation lend their name to assist candidates in educating the public about candidate positions to their “community” and the general public. In addition to financial resources, groups endorsing engage members to advocate on behalf of the endorsed candidate.

## 3. MAXIMIZE FINANCES

**3. Average Costs:** While the Campaign Finance Institute reports the average winner of a 2020 U.S. Senate election spent more than twice as much (\$19.3 million) as their cohorts of six years ago, 2020 U.S. House winners spent more than half (\$2.3 million) as spent in 2016. A House district seat represents a fraction of the voters represented in a Senate seat which requires multiple voter outreach, travel, staff and campaign dollars.

**Total Raised:** Individuals can contribute up to \$3,300 per election to a candidate’s campaign. Federal Political Action Campaign Committees can give up to \$5,000 to a candidate for each race (likely primary/general).

**FEC Filing:** Candidates comply with Federal Election Commission (FEC) laws and report contributions to ensure compliance on a regular basis. Many times, the amount of money raised is seen as a “flexed” political muscle used to show power and strength to potentially less viable candidates to encourage them to drop out of the race.

## 4. PROMOTE VISIBILITY

**4. Events:** Any event with an audience is a great opportunity to show candidate-voter connection. Candidates have little free time and could be scheduled to go to 20 events in a day. Whether it’s a candidate’s event or a public event the candidate slips into the schedule, these are valuable opportunities to say voters and their views are important.

**Advocate Visibility:** At each of these events, there will be involved voters working to educate co-workers, friends and family why their preferred candidate is the candidate for the job. A campaign will encourage advocates to use yard signs, T-shirts, buttons, and stickers to show ground support to individuals with whom they didn’t speak.

**Press:** Good campaign coverage is so important to a winning campaign because it is the most single far-reaching lens for the campaign to communicate its vision, issue platform, success, popularity and charisma to area voters.