



COMPANION WORKBOOK

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MODULE 2

Should I Run For Office?

Personal:

When you look in the mirror, who do you see? How do you see yourself?

What are your strongest and weakest character traits?



What type of personalities do you work best with?

Are you introverted or extroverted?

Who do you want to be? What is your aspirational view of yourself?

If you had the choice between making 150 fundraising phone calls or knocking on 150 doors of voters to talk to them, which would you choose?



In five years, what are the top three things you want to have accomplished in each of these areas of life? (Personal, Family, Professional)

How will running for office impact your job situation and career?

Will running for office hurt your income? If so, how much?



If you win the office you seek, what happens? Can you continue your current job as you assume office or will you need to change paths?

What are the most important things you will lose or forgo by running for office?

Family:

What does your family value most and what will THEY have to give up if you run for office?



How do you want to involve your family in your campaign?

What are areas of the campaign you DO NOT want your family involved?

How do you want your family to react when they see you attacked as a candidate?



How should you react if your family is attacked by your opponent?

What do you want your relationship with your spouse to be like?

What does your marriage look like today?



Where is your marriage strong? Where does it need improvement?

How does your spouse want to be involved in your campaign? How do you want them involved?

Does your family live on a budget and maintain a 3-6 month emergency fund?



What amount of money are you and your spouse comfortable donating to the campaign?

What is the maximum amount you will allow yourselves to put in?

Values:

What do you want written on your political tombstone? What will your legacy be?



Who are three elected officials you most want to emulate and why?

What political issues are you most passionate about?

List three issues on which you believe compromise is wrong:



Identify five issues where you believe compromise is possible, without sacrificing principle:



MODULE 3

What Does it Take to Win a Campaign?

Research:

What are you afraid your opponent will find out about you?

What happens if they do?



Where do you draw the line between negative and dirty campaigning?

Are you willing to “go negative” against your opponent?

Structure:

Where do you excel as a manager? Where do you need help? How will these realizations assist you in staffing your campaign?



How hard is it for you to delegate responsibility? What types of tasks do you have difficulty delegating?

What type of personality, skills and experience does your campaign manager need to possess in order to augment your strengths and weaknesses effectively?

Office:

What makes you passionate about the job you are seeking?



What are the specific responsibilities of the office?

What makes you believe you are qualified and capable of fulfilling the office's responsibilities?

List the responsibilities with which you are least comfortable right now.

What facets of the office and accompanying responsibilities do you like most and least?



Considering your answers above, why do you believe that you should run for this office and not another?

Kickoff:

When do most campaigns like yours announce and launch? When should you?

What pre-announcement steps are legally required?



How should you prepare to announce your campaign?

What are the legal and functional requirements for your treasurer? Who are your top choices?

How do you secure a position on the ballot and when will you do so?

Who will be on your 'Kitchen Cabinet?'



Who are the 50 people whom you believe will most influence your race?

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| 1. | 26. |
| 2. | 27. |
| 3. | 28. |
| 4. | 29. |
| 5. | 30. |
| 6. | 31. |
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| 16. | 41. |
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| 18. | 43. |
| 19. | 44. |
| 20. | 45. |
| 21. | 46. |
| 22. | 47. |
| 23. | 48. |
| 24. | 49. |
| 25. | 50. |



MODULE 4

What is My Campaign's Message?

Why Me?

Why Now?



Why This Office?

What makes you a unique candidate?

What do you want to accomplish in this office?



What are the most obvious areas where my opponents have a superior claim on voters' attention and respect?

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What are the 15 issues that matter to your community which could apply to the position you are seeking?

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|----|-----|
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| 4. | 12. |
| 5. | 13. |
| 6. | 14. |
| 7. | 15. |
| 8. | |

What are the top 3 that you think people care about most and are issues you have a platform on?

| |
|--|
| |
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Where do you draw the line between negative and dirty campaigning?

Are you willing to “go negative” on your opponent?

How has your first 1000 doors worth of constituent input changed your message?



MODULE 5

How Should I Use Direct Voter Contact in My Campaign?

How many hours per week will you dedicate to direct voter contact?

What will be your primary means to identify, persuade and turn-out voters?



How many total doors will you knock during the campaign, as well as your overall goal for the campaign?

How many man-hours will it require for you to achieve your desired level of direct voter contact?



MODULE 6

How Important is Fundraising to My Campaign?

How much money will you need to win your race?

Are you willing to do the disciplined work necessary to raise thousands of dollars from individual donors?



Is your Christmas Card list up to date? How many contacts do you have listed?

How much money do you believe you can raise from your friends and family?

How much can you put in yourself?

What specific value proposition does your campaign offer to undecided constituents?



What do you personally find most difficult about asking people to support your campaign?



MODULE 7

What Role Will the Mass Media Play in My Campaign?

What entities might play an earned media role in your campaign?

Who will actively report on your campaign?



What 2-3 social media channels are most important in actively connecting with your most likely voters?

How many households will you need to contact via direct mail?

Is it realistic for you to use local earned media for purposeful campaign communication during your campaign?



TOOLS & RESOURCES



Volunteer Block Walking Briefing Handout

John Doe for Texas House

PO Box 1776

Fort Worth, TX 76109

Dear Volunteer

I'm running for the Texas House because I believe we need a Representative in Austin who will fight for fiscal responsibility, reform our property tax system and challenge the status quo. It would be impossible for me to undertake this race without your investment of support, and those of so many other fellow conservatives. With so many people, just like you, joining our team, our path to victory is bright!

We treasure our volunteers and want to make sure you can make the most of the precious volunteer time you donate to our campaign. In order to support that, we've created this volunteer packet for you. All the essentials you'll need to knock doors, all in one place.

Your support is why I believe we can win this race. We have incredible momentum and with so many great volunteers helping spread the word, I am excited about what we are building together. I cannot thank you enough for all that you're doing to make this campaign successful.

If you have any ideas, observations or concerns, please reach out to Kris, our Campaign Manager, and we'll get to work on them right away. Feedback is a huge help as we strive to improve our operations and efficiency every day!

For Liberty,

John Doe



CONFIDENTIAL - 1 of 7

Canvassing Overview

Concept of Operations: Conduct a 2nd pass of homes previously knocked but which were marked 'not home' on the previous attempt. Make contact with the maximum number of targeted voters and leave a positive impression with them surrounding Mr. Doe's candidacy and hopes for District 3.

Purpose: Persuasion/Get Out The Vote (GOTV)

Targets: Previous Republican Primary voters who cast ballots in at least 2 of the last 4 ('10-'16) elections. Houses canvassed after 3/1/17, as well as any voters we have previously talked to are excluded from current walk-lists.

Timing: Start no earlier than 9:00am and conclude no later than 5pm.

Tips for Attire and Personal Presentation:

- Pants: Nice blue-jeans, khaki slacks or golf-shorts. Please avoid gym clothes or pants with holes or large stains.
- Shirts: Vote for Doe t-shirts are the standard. In the event that you do not have a clean one, a clean, polo shirt or other collared shirt would be ideal.
- Shoes: Soft-soled dress shoes or clean tennis shoes are preferred.
- Do not Wear: Headphones when walking. Sun glasses may be worn while walking but should be taken off before approaching a voter's house. Please cover all tattoos. ● Jewelry: Men, please do not wear jewelry on your face or head. Women, wearing small earrings, bracelets, watches or rings are acceptable but should not be distracting.

Strategy

Ours:

- Build John's Image: Smart, caring, entrepreneur, younger, classy, family man. Experienced in life and business but not experienced in politics.
- Listen actively: Respond with, "So what you're saying is...", "I'm taking a quick note on what you're saying," "Yes, lots of your neighbors have the same concern." - Reinforce opponent's existing image: 75, non-responsive, arrogant, no follow-through
- Our Opponent's campaign to date is entirely negative (none of these are true):
 - John has no experience
 - John is a TEA Partier
 - John is Hyper-Religious



- John is Alt-Right
- John wants to build a bridge off of Bellaire
- Pushing Police Association Endorsement

CONFIDENTIAL - 2 of 7

John Doe's Positions on Important Issues

Life

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Property Taxes

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Education

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State Budget

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Healthcare

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Second Amendment



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Traditional Values

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Campaign Sidekick Instructions

1. Log into the Campaign Sidekick app by visiting DoeForTX.CampaignSidekick.vote on your smart-phone or data-enabled tablet.

a. Your Username: _____

b. Your Password: _____

2. Once logged in, you can view your block-walking progress on the app home-page. Navigate to the Walk-list page via the “Walk” button at the bottom of the app screen. a. If there are walk-lists assigned to you, select the one closest to you and the map will load and populate with the houses to knock in the list.

b. Should no walk-lists be assigned, please contact your volunteer captain and ask for one to be assigned.

3. When you arrive at the first house, you will see your blue gps pin on the screen (if you’ve properly enabled location services).

4. Once prepared to survey, zoom in on the house you wish to select until the numbered dot becomes a pin. Select the pin to view the household’s voter information. Selecting “Survey” for a voter will allow you to either begin a survey or mark the house as “Not Home,” “Voter Moved,” etc.

5. Conversations with voters are more effective if you survey them without constantly viewing your device. So, please enter survey responses upon completion of the conversation. You should do this away from their door but before leaving the front porch.



Survey Questions

Question 1: Hello, I'm out walking for John Doe, who is running to represent Texas State House. Are you planning on voting in the March 6th Election?

Answers: Yes, No, Undecided

Question 2: What are some issues that are important to you?

Answers: Taxes, Zoning, Roads and Bridges, First Responders, Transgender Bathrooms, Election Integrity, Economic Development, Neighborhood Specific, Senior Centers, Other (input notes for Other)

Question 3: Can John Doe count on your vote?

Answers: Yes, No, Maybe

Question 4: Would you like updates about the campaign? What would be the best method to contact you? Would you like a Yard-sign? Please check out our website at www.JohnDoe4TX.vote.

Answers: Best Contact: Yard Sign, Text Service, Cell, Home, Email. Check the appropriate box and enter contact information in appropriate field.

Block-Walking Checklist

- ★ Dress comfortably and check the weather.
- ★ In the event of rain, bring an umbrella and change of socks. ★ Don't forget to bring water and a snack!
- ★ Confirm that your phone or tablet are fully charged (bring an extra battery pack and cable if you have one!)
- ★ Save your Volunteer Captain's contact information in your phone. Never hesitate to contact them if you have ANY questions or needs! ★ Confirm walk-lists have been assigned by your Volunteer Captain. ★ Get enough campaign literature for each assigned house.



Campaign Contact Information

Your Volunteer Captain: _____

Their Cell Number: _____

Email Them Via: _____

Campaign Volunteer Coordinator: _____

Field Director Contact Information:

Matt Berry

(512) 592-8425

Matt@JohnDoe4TX.vote

Campaign Headquarters is Located at:

1000 Main Street, Suite #147

Fort Worth, TX 76109



Ten Essential Questions to Campaign Success

1. Why are you running for office?
2. How many votes do you need to win?
3. Money: How much do you need? How will you raise it?
How will you spend it?
4. What gear, materials, systems, and team do you need to win?
5. Who is your opponent?
6. Do you have a winning campaign calendar?
7. Who is going to vote for you?
8. How are you going to mobilize those people to vote for you?
9. What message and with what audience do you need to communicate to win?
10. What medium(s) will be most effective at delivering your message?



9 Ways to Help Conservatives Win...**TODAY**

SHARE-SHOW-TELL

Share.

Endorse. Your name and reputation is your most valuable asset. Give the campaign permission to use your name as a public endorsement.

Show.

Put a marker down. Proudly and publicly display a yard sign, bumper sticker, social media avatar, (etc) in support of your candidate.

Tell.

Actively advocate. Broadcast support via social media, letters to the editor, or speak on behalf of your candidate at groups you're affiliated with.

SWEAT EQUITY

Take out the trash.

Seriously. On a campaign, no job is too small to get your foot in the door to help! What better way to prove your dedication than by selflessly running to get coffee or doing hours of data entry?

Make a phone bank deposit.

Volunteer to phone bank! Sounds boring, but it is a huge assist to the campaign. Most times you can do this from home on your own time.

Pound the pavement.

There is no more important role for a campaign volunteer than to be a member of the door-to-door block walking team. Full Stop.



MAKE IT RAIN

Give personally.

(No amount is too small) Get some skin in the game and put your money where your mouth is by making a donation to the campaign.

Ask others to donate.

Money is the lifeblood of a campaign. Having made a donation yourself, you have the credibility to ask others to give.

Volunteer to raise money.

Directly help the campaign raise money by working fundraising events, setting up coffee meet-and-greets, or stuffing envelopes...



When Volunteering - 10 Things **NOT** to Do

| | |
|---|---|
| DON'T Be high maintenance ---> | ---> DO Go with the flow. |
| DON'T Be unreliable ---> | ---> DO Honor your commitments |
| DON'T Be a 'know it all' ---> | ---> DO Balance advice with execution |
| DON'T Be lazy ---> | ---> DO Find ways to help and jump in |
| DON'T Go off the reservation ---> | ---> DO Work the plan |
| DON'T Overreact to management ---> | ---> DO React positively to criticism |
| DON'T Be a negative Nancy (spreading bad morale) ---> | ---> DO Be a happy warrior |
| DON'T Be greedy (taking too much collateral etc) ---> | ---> DO Help the campaign save money |
| DON'T Waste your time (volunteering for ineffective campaigns) ---> | ---> DO Find a campaign worth helping |
| DON'T Forget it's THEIR campaign ---> | ---> DO Remember: It's not about you |



Messaging Matrix - 2D



MESSAGING MATRIX - 2D



CANDIDATE

OPPONENT

CANDIDATE

Candidate x Candidate

What are we saying about ourselves?

Candidate x Opponent

What are we saying about our opponent?

OPPONENT

Opponent x Candidate

What is our opponent saying about us?

Opponent x Opponent

What is our opponent saying about themselves?

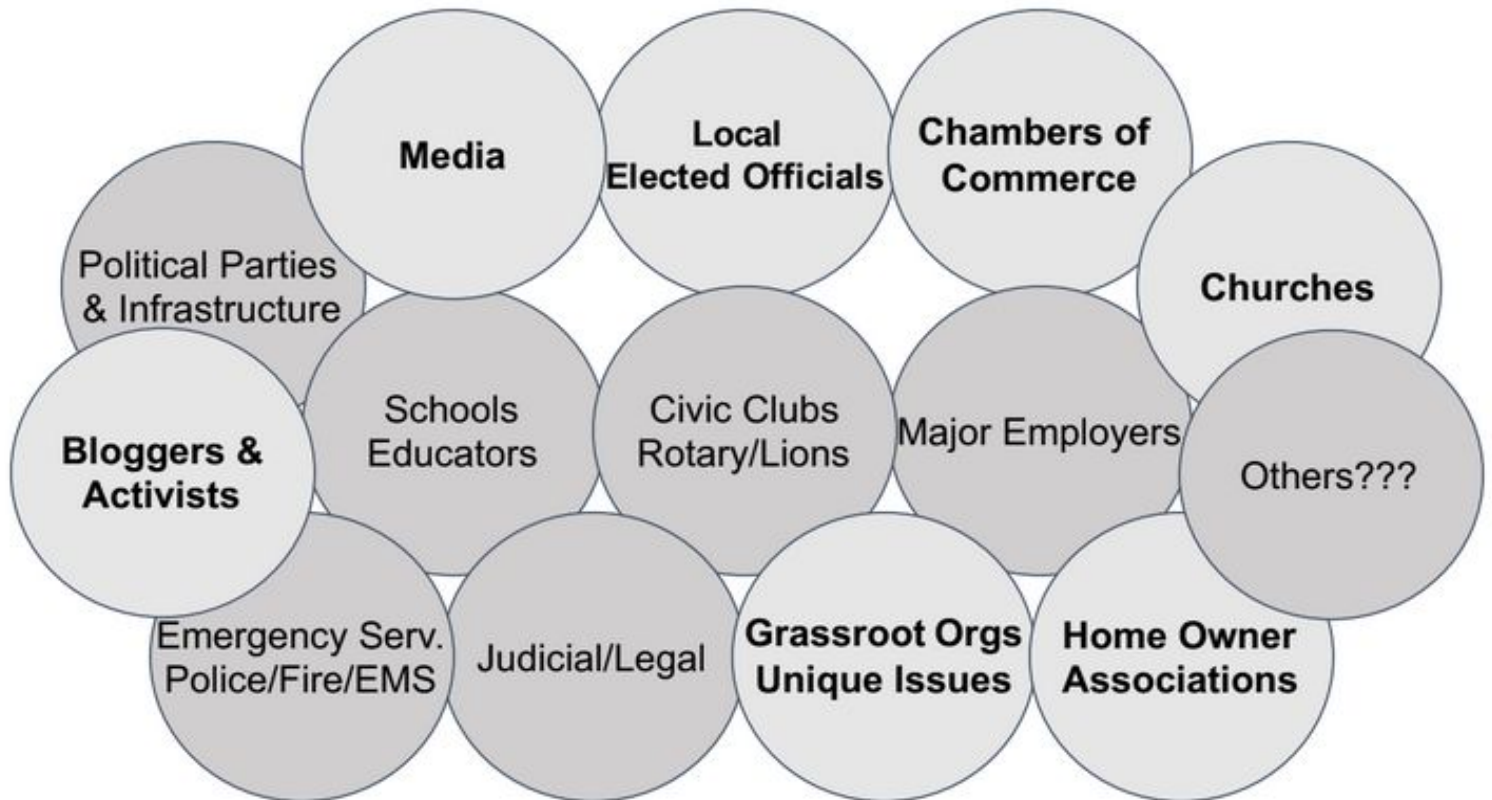


Message Matrix Sample

| | |
|---------------------------|----------------------------|
| <p><u>YOU on YOU</u></p> | <p><u>YOU on THEM</u></p> |
| <p><u>THEM on YOU</u></p> | <p><u>THEM on THEM</u></p> |



“Centers of Influence” That DO Matter in Elections



Attempt to have some level of support from at least half of these centers of influence, then your hill won't be as tough to climb!



Sample Campaign Budgets - \$10,000

| Expense | January | February | March | April | May | Total |
|--|----------------|--------------|----------------|----------------|----------------|-----------------|
| Consulting | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Printing (push cards, stickers, etc) | \$1,000 | \$0 | \$0 | \$500 | \$0 | \$1,500 |
| Email marketing system | \$30 | \$30 | \$30 | \$30 | \$30 | \$150 |
| Mailings | \$0 | \$0 | \$0 | \$2,000 | \$2,000 | \$4,000 |
| Graphics /Design/Photography | \$300 | \$0 | \$0 | \$0 | \$0 | \$300 |
| Digital Media/website | \$0 | \$0 | \$0 | \$1,000 | \$500 | \$1,500 |
| Signs | \$0 | \$0 | \$1,500 | \$0 | \$0 | \$1,500 |
| Robo Calls/TeleTownhall/Live Calls | \$0 | \$0 | \$0 | \$0 | \$500 | \$500 |
| Campaign Sidekick or other canvassing software | \$100 | \$100 | \$100 | \$100 | \$100 | \$500 |
| Banking | \$15 | \$15 | \$15 | \$15 | \$15 | \$75 |
| Billboards | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | | | | | | |
| Total | \$1,445 | \$145 | \$1,645 | \$3,645 | \$3,145 | \$10,025 |



Sample Campaign Budgets - \$25,000

| Expense | January | February | March | April | May | Total |
|--|----------------|----------------|----------------|----------------|----------------|-----------------|
| Consulting | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Printing (push cards, stickers, etc) | \$1,000 | \$0 | \$500 | \$1,000 | \$0 | \$2,500 |
| Email marketing system | \$30 | \$30 | \$30 | \$30 | \$30 | \$150 |
| Mailings | \$0 | \$0 | \$2,000 | \$5,000 | \$2,500 | \$9,500 |
| Graphics /Design/Photography | \$300 | \$0 | \$0 | \$0 | \$0 | \$300 |
| Digital Media/website | \$1,500 | \$0 | \$500 | \$3,000 | \$1,000 | \$6,000 |
| Signs | \$0 | \$5,000 | \$0 | \$0 | \$0 | \$5,000 |
| Robo Calls/TeleTownhall/Live Calls | \$0 | \$0 | \$0 | \$500 | \$500 | \$1,000 |
| Campaign Sidekick or other canvassing software | \$100 | \$100 | \$100 | \$100 | \$100 | \$500 |
| Banking | \$15 | \$15 | \$15 | \$15 | \$15 | \$75 |
| Billboards | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | | | | | | |
| Total | \$2,945 | \$5,145 | \$3,145 | \$9,645 | \$4,145 | \$25,025 |



Sample Campaign Budgets - \$50,000

| Expense | January | February | March | April | May | Total |
|--|----------------|-----------------|----------------|-----------------|----------------|-----------------|
| Consulting | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Printing (push cards, stickers, etc) | \$1,500 | \$0 | \$500 | \$1,000 | \$0 | \$3,000 |
| Email marketing system | \$50 | \$50 | \$50 | \$50 | \$50 | \$250 |
| Mailings | \$0 | \$5,000 | \$5,000 | \$10,000 | \$3,000 | \$23,000 |
| Graphics /Design/Photography | \$1,000 | \$250 | \$250 | \$250 | \$250 | \$2,000 |
| Digital Media/website | \$1,500 | \$1,500 | \$2,500 | \$5,000 | \$1,000 | \$11,500 |
| Signs | \$0 | \$5,000 | \$0 | \$1,000 | \$0 | \$6,000 |
| Robo Calls/TeleTownhall/Live Calls | \$500 | \$500 | \$500 | \$1,500 | \$500 | \$3,500 |
| Campaign Sidekick or other canvassing software | \$100 | \$100 | \$100 | \$100 | \$100 | \$500 |
| Banking | \$15 | \$15 | \$15 | \$15 | \$15 | \$75 |
| Billboards | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| | | | | | | |
| Total | \$4,665 | \$12,415 | \$8,915 | \$18,915 | \$4,915 | \$49,825 |



Sample Campaign Budgets - \$100,000

| Expense | January | February | March | April | May | Total |
|---|----------|----------|----------|----------|---------|----------|
| Consulting | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Printing (push cards, stickers, etc) | \$1,500 | \$0 | \$1,000 | \$1,000 | \$0 | \$3,500 |
| Email marketing system | \$50 | \$50 | \$50 | \$50 | \$50 | \$250 |
| Mailings | \$5,000 | \$5,000 | \$15,000 | \$15,000 | \$3,000 | \$43,000 |
| Graphics /Design/Photography | \$1,000 | \$500 | \$500 | \$500 | \$500 | \$3,000 |
| Digital Media/website | \$5,000 | \$5,000 | \$5,000 | \$5,000 | \$1,000 | \$21,000 |
| Signs | \$0 | \$5,000 | \$0 | \$2,500 | \$0 | \$7,500 |
| Robo Calls/TeleTownhall/Live Calls | \$500 | \$500 | \$5,000 | \$5,000 | \$1,500 | \$12,500 |
| Campaign Sidekick or other canvassing software | \$100 | \$100 | \$100 | \$100 | \$100 | \$500 |
| Banking | \$15 | \$15 | \$15 | \$15 | \$15 | \$75 |
| Billboards | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$7,500 |
| | | | | | | |
| Total | \$14,665 | \$17,665 | \$28,165 | \$30,665 | \$7,665 | \$98,825 |

