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The winning political campaign is most often the one that takes the time to target voters, develops a persuasive message and follows through on a reasonable plan to contact and those voters. This manual has been developed to assist political parties and candidates in taking these steps to become this type of winning campaign.

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The Political Campaign Desk Reference: A Guide For Campaign Managers and Candidates Running for Elected Office. New York: Outskirts Press. Chapter 4. Ronald Faucheux. Winning Elections: Political Campaign Management, Strategy and Tactics. Rowman and Littlefield. 53-63. Fundraising. Readings: Christine Trost and Matt Grossman. 2005. Win the ...

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Winning Elections: Political Campaign Management, Strategy

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Thorough planning is the foundation of a winning election campaign strategy. It outlines all the steps in a political campaign from the time you decide to run until the polls close on election day. The sooner you start this process, the better your preparedness and greater your chances of winning.

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A political campaign is an organized effort which seeks to influence the decision making progress within a specific group. In democracies, political campaigns often refer to electoral campaigns, by which representatives are chosen or referendums are decided. In modern politics, the most high-profile political campaigns are focused on general elections and candidates for head of state or head ...

Political campaign - Wikipedia

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The money in political campaigning plus the frequency of U.S. elections at all levels of government have turned campaign strategizing into a full-time profession.

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This is an advanced guide to running political campaigns. It provides invaluable, practical advice from the leading pros in the industry.

Articles provide advice for candidates, campaign managers, and party workers on running a political campaign, including strategies, research, finances, advertising, and related topics.

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Find out the real impact political marketing has on the democratic process Winning Elections with Political Marketing is a unique look at the election process on both sides of the Atlantic, providing rare insight into how modern political communication and marketing strategies are used in the United States and the United Kingdom. The leading political researchers present a cross-section of their latest findings, augmented with easy-to-read tables, charts, and figures, and reinforced with extensive references and bibliographies. The book addresses the key issues that define the interplay between political marketing and the electorate in both countries, including advertising, research methods and cross-cultural research results, political choice behavior, imagery management, the integration of business and social science theory, and the impact of political marketing on democracy. While the national election cycles of the two countries may be fundamentally different, their election processes share one thing in common-a trend toward “ permanent campaigning ” through embedded marketing tactics that ’ s becoming standard practice in the United States and the United Kingdom. Winning Elections with Political Marketing examines the theoretical underpinnings of policy development, the characteristics of a successful political candidate, political marketing from the perspective of the voters, campaign finance regulations, and the effects of technological changes on political communication. Winning Elections with Political Marketing looks at: The Political Triangle determining market intelligence class, rhetoric, and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e-newsletters the advantages of public funding and a study of the United States presidential primaries from 1976 to 2004 Winning

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**Elections with Political Marketing** is an essential resource for political practitioners, researchers, and scholars, candidates seeking political office, lobbyists, political action groups, public relations professionals, journalists, fundraisers, advertising specialists, and anyone with an interest in the political process.

Everything you need to know about Vote by Mail! Successful campaign manager and three-term mayor of Ashland, Oregon, Catherine Shaw presents the must-have handbook for navigating local campaigns. This clear and concise handbook gives political novices and veterans alike a detailed, soup-to-nuts plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams and volunteers, canvassing, how to conduct a precinct analysis, and how to campaign on a shoestring budget. The Campaign Manager is an encouraging, lucid presentation of how to win elections at the local level. The sixth edition has been fully revised to include new and expanded coverage of contemporary campaign management—from digital ads and new social media tools to data-driven voter targeting tactics and vote by mail strategies.

Used in campaigns and classrooms throughout the United States, The Political Campaign Desk Reference is synonymous with planning and winning. Whether you are a candidate for office or just helping a campaign, the Political Campaign Desk Reference will make your team stronger. From planning the early stages of the campaign and asking the basic questions to mapping out the campaigns winning

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message and building a budget and time line, the Political Campaign Desk Reference covers it all. An entire chapter dedicated to fundraising will help every organization become better at raising money. If you have The Political Campaign Desk Reference, be glad. If your opponent has The Political Campaign Desk Reference, then get a copy for yourself.

This is your first and last stop for everything you need to know about winning the political game in the modern world of expensive, competitive campaigning.

A comprehensive guide to and analysis of modern political campaign communication.

Revised and updated, this is the most practical, most detailed handbook ever published on the techniques and approaches you need to run a successful campaign for any local office.

How to Raise Money for Political Office will teach you how to gain a significant financial advantage over your opponent by letting you in on the secrets most paid political consultants don ' t want you to know. Developing a campaign narrative, budgeting, prospecting for donors, building a finance committee, and organizing your campaign office are all crucial to your success. Learn how to build a war chest with outstanding events, compelling letters, and engaging online fundraising. It ' s all inside.

As the 2008 presidential race dominates political discussion and media coverage worldwide, thousands of lesser-known local contests are being hard-fought in our neighborhoods, cities, and states. Winning Your Election the Wellstone Way is based on the work of Wellstone Action, a leading-edge progressive training center that has instructed thousands of

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Political activists, campaign managers, and volunteers, of whom more than two hundred have gone on to run for office and win. Jeff Blodgett and Bill Lofy analyze the crucial lessons learned from many successful (and several losing) campaigns and demystifies what it takes to run for and win a political seat.

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