



# NFRW Campaign Management School



Presented with the  
Delaware Federation  
of Republican Women

Instructor:

**Holly Robichaud,**

Tuesday Associates

October 16, 2021

**Morning  
Session  
8:30 am  
to Noon**

Welcome & Introductions

Overview of campaigning, the different stages of a challenger campaign & why to write a campaign plan

Targeting (*analyzing the district, identifying target precincts, micro-targeting, identifying the vote, door knocking – Red Bull door knocking*)

Research

- Vulnerability studies
- 10 key areas to investigate
- Pitfalls to Avoid

Earned Media Strategy - How to get good coverage by the hostile media

- How to write a press releases and subjects to cover
- The importance of letters to the editor
- Should you hold a press conference?
- Other no-cost ideas for exposure
- How to speak to the press
- Tips for surviving editorial board meetings

**Lunch**

Remarks

Jane Brady, Chairman, Republican Party of Delaware

**Afternoon  
Session**

Cutting thru the Clutter - Communicating with Voters

**1 pm**

- Paid Voter Contact
  - Social Media (30-second Volunteer)
  - Direct Mail
  - Phones
  - Texting
  - Emailing
  - Electronic and Digital Media

**to**

**5 pm**

Election Integrity (Protecting Your Victory)

Fundraising

- Personal solicitation
- Direct mail
- Email
- Events
- Finance Committee
- PACs

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