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
1 pm to 5 pm

Cutting thru the Clutter - Communicating with Voters
• Paid Voter Contact
  ➢ Social Media (30-second Volunteer)
  ➢ Direct Mail
  ➢ Phones
  ➢ Texting
  ➢ Emailing
  ➢ Electronic and Digital Media

Election Integrity (Protecting Your Victory)

Fundraising
• Personal solicitation
• Direct mail
• Email
• Events
• Finance Committee
• PACs