



Leading a Local Issue Campaign: A Step-by-Step Guide

Introduction: Leading a local issue campaign for an election requires careful planning, organization, and effective communication. Farm Bureau members are often engaged in issues that have direct impact on their local communities, and our goal is to help give our members a place to start when the opportunity presents itself.

Here's a guide to help you navigate through the process:

Step 1: Identify the Issue

Clearly define the local issue you want to address. Ensure it resonates with your community and is relevant to the election.

Step 2: Research

Conduct thorough research on the issue. Understand its history, current status, and potential solutions. Gather data, statistics, and real-life examples to support your cause.

Step 3: Build a Team

Assemble a dedicated team that shares your passion for the issue. Roles may include a campaign manager, communications coordinator, outreach coordinator, and volunteers.

Step 4: Set Goals and Objectives:

Define clear, measurable goals for your campaign. Determine what you want to achieve and set realistic milestones to track progress. Determine your target audience.

Step 4: Develop a Message:

Craft a compelling and concise message that communicates the importance of your issue. Ensure it is easy for people to understand and resonates with the community's values.

Step 6: Create a Brand:

Design a recognizable campaign brand with a logo, colors, and slogan. Consistency in branding helps build a strong and memorable campaign identity.

Step 7: Build a Strong Online Presence:

Establish a website and utilize social media platforms to connect with the community. Share your message, engage with supporters, and provide regular updates on the campaign.

Step 8: Engage the Community:

Host town hall meetings, community forums, and other events to engage with residents. Listen to their concerns, answer questions, and gather support.

- What are some places within your community where you could share your message, or host a Q&A session, or just engage with your neighbors?

Step 9: Utilize Traditional Media:

Collaborate with local newspapers, radio stations, and television channels to get coverage for your campaign. Write press releases and maintain a positive relationship with the media.

- What are traditional media outlets in your community, or that reach people within your target audience? What are their submission guidelines or possibilities for interaction?

Step 10: Door-to-Door Canvassing:

Mobilize volunteers for door-to-door canvassing to personally connect with voters. Provide information, listen to their concerns, and gather support.

- Your county Board of Elections office or website will be able to assist you in determining a walking list, or a canvassing list, which will help you determine the registered voters in your target area. This can also help you determine if you need to host a voter registration drive as part of your efforts.

Step 11: Fundraising:

Develop a fundraising strategy to cover campaign expenses. Seek contributions from local businesses, community members, and potentially organize fundraising events.

- Are there people who can contribute resources or services beyond direct financial contributions?

Step 12: Compliance and Regulations:

Familiarize yourself with local election laws and regulations. Ensure your campaign is compliant with all legal requirements, including reporting financial contributions.

- All campaigns must have a campaign treasurer and file reports in some capacity.

Step 13: Get Endorsements:

Seek endorsements from local influencers, community leaders, and organizations that align with your cause. Their support can add credibility to your campaign.

Step 14: Create Campaign Materials:

Design and distribute campaign materials such as flyers, brochures, and yard signs. Ensure they effectively communicate your message and are visually appealing.

Step 15: Get Out the Vote (GOTV):

Implement a robust GOTV strategy to encourage supporters to cast their votes on Election Day. Provide information on polling locations and voting procedures.

Step 16: Post-Election Engagement:

Regardless of the election outcome, stay engaged with the community. Share gratitude, continue the conversation, and explore ways to address the issue outside of the campaign season.

Conclusion: By following these steps, you can effectively lead a local issue campaign for an election and make a positive impact on your community.

Leading a Local Issue Campaign Worksheet

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Step 2: Research



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Notes:

