

# Major Components of a Political Campaign

## Finance

Budget

Bookkeeping

Payroll

Vendor Payment

Fundraising

Reporting /  
Compliance

Donor Mgt.

Finance  
Committee

Treasurer

## Logistics

Calendar

Intel

VRM/CRM

Vendor Mgmt

Inventory

Legal

Human  
Resources

File  
Management

Internal  
Reporting

## Air

Direct Mail

Website

TV

Radio

Email / SMS

Digital Media

Social Media

Earned Media

Print Media

## Ground

Voter Contact  
Plan:  
Targeting, Mail  
Ballot, EV, ED,  
ID, Persuade,  
GOTV  
(phones/doors)

Volunteers:  
Recruit, Train,  
Manage

Contractors:  
Recruit, Train,  
Manage

Sign Dist/Pickup

Inventory  
Dist/Pickup

Grassroots  
Coordination

Events

## Strategy

Strategic  
Goals/Research

Message  
Development

Issue Position

Finance Plan

Air Campaign  
Plan

Ground Ops  
Plan

Branding

Braintrust  
Meetings

