

DO's & DON'Ts of Campaigning

DO's

- Door-to-door visits (leave flyer in door-handle or other visible place if no-one is at home)
- Saturday (9-5), Sunday (1-5), Weeknights (5-7pm) work best if you plan to talk longer
- Introduce yourself - SMILE!
- Be friendly and polite, even if the person doesn't seem receptive.
- Have a prepared 1-2 minute introduction to talk to people
- Have a volunteer go with you, especially if it's your first time, or even just to be the driver, take notes,

DON'Ts

- Don't put flyers or handouts in or on mailboxes
- Don't go door-to-door after dark
- Don't visit at dinnertime, after dark, or too early in the morning

Prepare your flyer/handout & obtain your voter street list

- Flyer should include, name, position, background, why you are running, election date/time and "PAID FOR BY CANDIDATE" noted on any literature; should include a photo.
- Avoid specifics on your stance on issues, especially controversial issues

Find a volunteer (friend, family member, neighbor) and recruit them to help you get elected.

- For moral support and to help out on Election Day at the polls
- To keep you organized going door-to-door, taking notes, from house to house

Develop a script on what to say to people

- Introduce yourself
- Tell them why you are running; what the position does

Prepare to run your campaign for Primary Election Day

- Visit all the registered Republican supervoters in the month prior to the Primary Election date (only Republicans in the Primary)
- Expand your reach by visiting other Republican voters in your township to introduce yourself
- **ASK for their vote**; get telephone numbers and emails as possible; take notes (positions, needs, etc.).

THE BIG DAY!

- Polls open at 7:00am; get there early to position yourself in a good spot before everyone else (6:00-6:15AM ?)
- Wear comfortable BUT PROFESSIONAL CASUAL clothes & shoes for the outside weather
- Wear a BIG name tag [Sam Smith for Committeeman]
- Take a snack and beverage
- Prepare to spend the whole day at the polls; voters want to vote for someone they know
- Try to have a friend or 2 to assist you in greeting voters and asking for their vote, handing out material, etc.
- Consider setting up a table with your hand-outs, etc.
- Maintain a distance of at least 10ft away from the polling area
- SMILE! Try to greet EVERYONE entering the polls & **Ask for their vote**: "Hi, I'm _____, running for Committeeman/woman and I'm asking you to vote for me." Thank them for coming out to vote.
- Consider using a small business card-sized handout with your name and the position you're running for on it to give to voters as you greet them ("Paid for by Candidate" printed on it)
- When entering the voting area, remove or cover up any candidate material on you (pins, stickers, labels)
- Don't forget to vote yourself