Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected Graduation Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teammates (if applicable): \_\_\_\_\_\_\_\_

**Campaign Management**

**Overview:**

During the presentation you learned about the ins-and-outs of top-level campaign administration. For this worksheet, take what you learned and apply it to a hypothetical campaign that you are the manager of. Using what you now know about campaign structure and decision-making, work backwards to build a successful campaign plan! **If you finished any previous worksheets, you’ve already completed the first sheet, feel free to move on to page two of this document. Please also note that teamwork is accepted and encouraged. If you work with other participants on this worksheet, simply list their names above so that credit can be recorded.**

**Instructions:**

Assume you are working on a general election in your district of the Texas House of Representatives. You can find that district number [here](https://house.texas.gov/members/find-your-representative/).

Once you have that district number, look for some of the information Matt highlighted. You can find the demographic population, election analysis, and other information on the incumbent representative's [home page](https://house.texas.gov/members/) here. Click on your representative’s page and navigate through the District Profile Reports and Election Analysis.

You can get a better understanding of how a district has changed over time by examining what the vote count was for previous elections. Take a look at the most recent results for that seat, either 2014, or [2016](https://elections.sos.state.tx.us/elchist319_state.htm).

Using this information, work on answering the following questions. Some questions require you to pick a candidate to work for. Feel free to pick the incumbent, a challenger, or make up your own candidate! No matter who you choose, the information provided via the links above will stay the same.

**Questions:**

1. What are your first campaign 2 hires and why? (Remember options include field director, political director, comms director, constituency director(s), finance manager, deputies for aforementioned leads, etc. Your first hires should detail the initial priorities of your campaign launch.)
2. What do you prioritize with your candidate early on int the campaign and why? (E.g. fundraising, outreach, public events, facetime with media?)
3. What is your target voting audience? (Are you recruiting existing voters, registering new ones, what demographics are you targeting in your district’s communities)
4. Where in the community/state are you looking to hire staff?
5. Where in the community are you recruiting volunteers and how?
6. What issues is your candidate emphasizing to win your district?