



SISTER DISTRICT SUMMIT 2022

Campaign Services

Under the Hood
Political Department



Highlights

- Hosted candidate messaging and media relations trainings
- Wrote complete field and get-out-the-vote (GOTV) plans
- Reviewed paid media plans with campaign staff and consultants
- Analyzed universe targeting plans
- Secured high profile surrogates for fundraiser
- Sent a weekly candidate services newsletter highlighting campaign resources, ideas and tactics
- Hosted GOTV trainings for staff to solidify timelines and action items

Who We Are



Jarvis Houston
Organizing and
Political Director



Taylor Hogeland
Field Manager

The Candidate Services program aims to provide candidates and their staff with strategic consulting services, candidate and staff development, community building and growing deeper roots within the ecosystems we are working in. The program leverages our staff's combined 15+ years of campaign expertise to provide our candidates with strategic and practical support, completely free of charge.



What We Do

01

Strategic consulting

Inclusion in campaign decision making (attending team calls; consultant calls), office hours

02

Training/Coaching

Fundraising –One-on-one coaching with the Organizing and Political Director at request of the campaigns

03

Educational resources

Campaign toolbox, weekly newsletter



Campaign Toolbox Example

Campaign Planning Materials

Sister District Campaign Plan Template

Wellstone Sample Campaign Plan

Building a Winning Campaign Team

Campaign Calendar Template

Sample Campaign Prospectus

Difference Makers

Wendy Gooditis



Sister District volunteers made:

54.76% of the campaign's total phonebank calls

Reached out to **19781 voters, identified 861**

Gave **16%** of her early donations,
and raised **\$38,308.50**

She won by just 821 votes (1.97%).



Under the Hood

Wendy Gooditis

Paid Media: The department providing consulting services in regards to paid media and budgeting

Voter Contact: We were instrumental in creating voter universes and analyzing universes. Advised on GOTV voter contact strategies

Campaign Plan Development: Helped improve the timeline and processes for the campaign

Communications and Media Relations: We advised the campaign on communications strategies and messaging



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Sister District is a great organization that has a deep understanding of campaigns and their needs. Their support isn't one size fits all but rather it is personalized and made to work with campaigns.

**-Liz Gallagher,
Campaign Manager for Wendy Gooditis**



2022 Early Priorities

Candidate Services

In 2022, the Political Department will merge our candidate services program and our bi-monthly calls.

During the 30 minute check-in calls, we will include 15 minutes of consulting and campaign planning.

This will allow Sister District staff to make the best use of limited coordinated time.