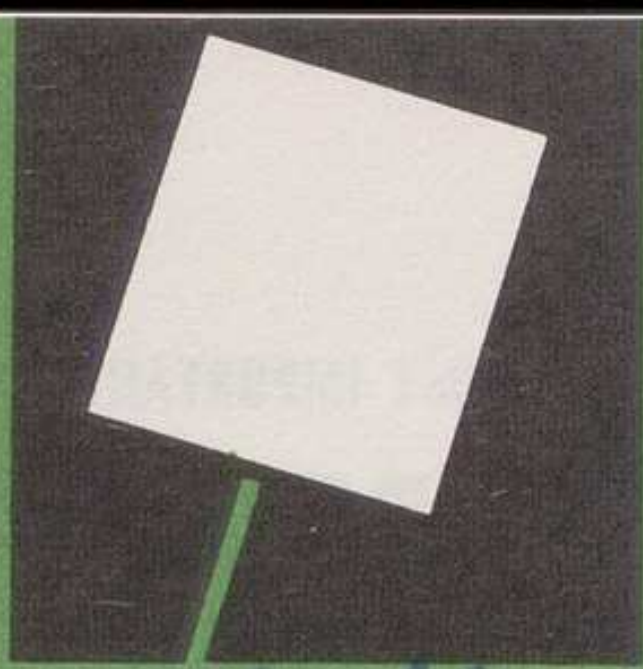


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**HOW TO  
RUN  
THE MOST  
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CAMPAIGN  
IN THE  
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WITH THE NAM SERIES OF  
POLITICAL ACTION FILMS

NATIONAL ASSOCIATION OF MANUFACTURERS

THE MOST IMPORTANT

# CAMPAIGN

IN THE WORLD

Political campaigns are won by good citizens who get behind the candidate of their choice and work to elect him. Luck and chance do play a part in political life, but it's a minor part. Work, and plenty of it, wins elections.

During every election year, there is a tremendous need for thousands of men and women who are willing to give of their time and their talents in the exciting work of campaigning. Candidates need help and welcome help.

But many people—even those deeply interested in politics—are not aware of the opportunities for personal participation in political campaigning. Thus, good help is always in short supply.

Let's say you have the political "know-how" gained as a volunteer, as a Precinct Committeeman, or as a helper on a previous campaign. Now how would you get things done if you were a campaign manager?

Remember that campaigns differ only in terms of size. The same basic fundamentals apply whether the race involves your own community, or the Presidency of the United States. Three ingredients are needed—a good candidate, an effective campaign organization, and contributions, for every campaign is expensive.

To see how all this works, let's step behind the scenes in a congressional campaign. The first order of business is to:

## PLAN CAMPAIGN STRATEGY

Meet with your candidate and influential friends in various parts of the congressional district and

carefully select the two or three major issues on which the campaign will be based. Then, lay out a timetable for presenting these issues—planning the strategy so that interest will build up to a peak about two or three days before the election.

In this way you should be able to avoid two major pitfalls of campaigning. Some candidates try to discuss too many issues—and this results only in confusion in the voters' minds. Others fire their big guns too early in the campaign; then they find enthusiasm runs out before election day.

With the issues selected and the strategy set, your next step is to:

## APPOINT WORKING COMMITTEES

**Research Committee**—to compile the voting record of every precinct in the district. This will tell you where the strongest party support is, and where the most work will have to be done if your candidate is to win. The Research Committee will have other important tasks, such as digging through old files of speeches, newspaper stories, and campaign literature to determine any stands taken by the opponent on issues pertinent to the present campaign.

**Public Relations Committee**—should be headed by a real professional, perhaps an advertising man. It will handle news releases, and plan and prepare campaign advertising, and the various pieces of literature to be passed out during the campaign. Also, this committee will arrange for your candidate's appearance on news and



public service programs carried by radio-television stations in your area.

**Legal Committee**—headed by an attorney, this group will make certain that your campaign meets all requirements of election law. The many legal matters involved include the proper filing of petitions, the signing of campaign literature, and the reporting of finances.

**Finance Committee**—Since campaigns are expensive, this is one of your most important committees. You, and the Chairman should set a campaign budget to cover, among other necessary expenses, funds for newspaper advertising, radio and television time, printed materials, etc. Some effective fund-raising methods: golf outings, box supper auctions, cocktail parties, barbecues and cookouts, and direct solicitation, with subsequent thank-you note.

With your committees at work, it's now time for you and your candidate to:

## HIT THE ROAD

It's essential to introduce your candidate to members of the party's precinct organization throughout your congressional district. You should put together a canvassing organization, made up of supporters in every part of the district, to work hand-in-glove with the regular party organization. Also, you should introduce your candidate to the press as well as to newsmen from radio and television.



About eight weeks before election day, you should be ready to:

### OPEN THE REAL CAMPAIGN

A campaign headquarters in a good downtown location should now be opened and staffed full time with volunteers who will answer questions and hand out campaign materials. A speakers' bureau should be in operation to evaluate requests for personal appearances by your candidate—and decide which appearances he should fill in person and which should be filled by volunteer speakers.

Formation of special committees should be encouraged to enlist the support of veterans, younger voters, women, and other citizen's groups.

Women's groups can play a big part in every step of the campaign—in many activities, they can be the main ball-carriers:

1. Handling correspondence, typing, and record-keeping.
2. Dropping personal notes to friends enclosing campaign literature, and urging their support.
3. Scheduling teas and coffee klatches in private homes in every precinct of the district where voters can meet the candidate personally and get his views first hand.
4. Working at door-to-door canvassing, literature distribution, checks of voter registration.
5. Getting groups together to attend rallies and meetings.
6. Setting up teams of car drivers and baby sitters to get voters to the polls on election day.



All of the campaign activities—press statements, sound-truck appeals, television appearances by the candidate—reach a climax on:

### ELECTION DAY

Your campaign headquarters will be teeming with activity, receiving phone reports of voting activity, dispatching baby-sitters, providing transportation to the polls, making telephone reminders to those who haven't voted. Doing everything, in short, side-by-side with the party organization, to get out your candidate's vote.

And regardless of the result, two post-election "musts": a "thank you" to those who worked in the campaign, and

A careful review with your key workers to determine what was done right, and what went wrong, and how an even better and more thorough job can be done next time.

This is one of a series of leaflets prepared for use with the NAM Political Action Films —

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