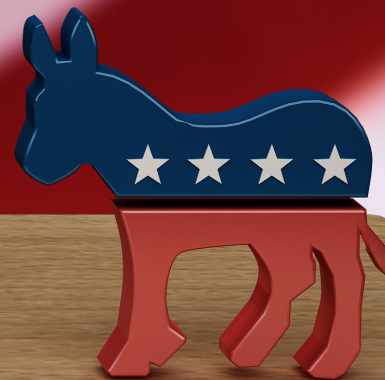
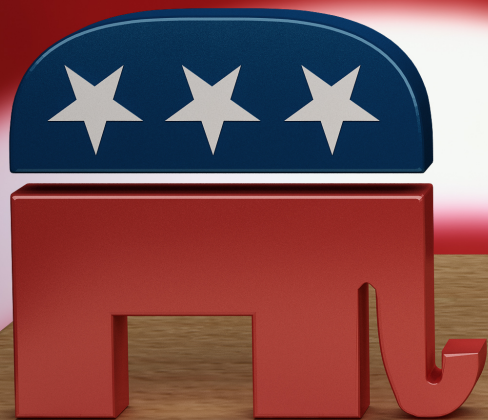


## Campaigning During COVID-19 (Part I)



# Immediate and Pressing Challenges



Uncertainty in how we live our daily lives.



Uncertainty about whether or not it's okay to campaign.



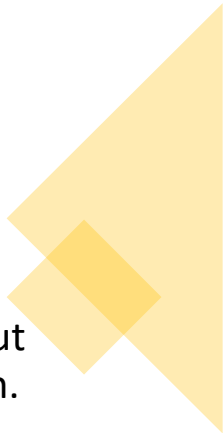
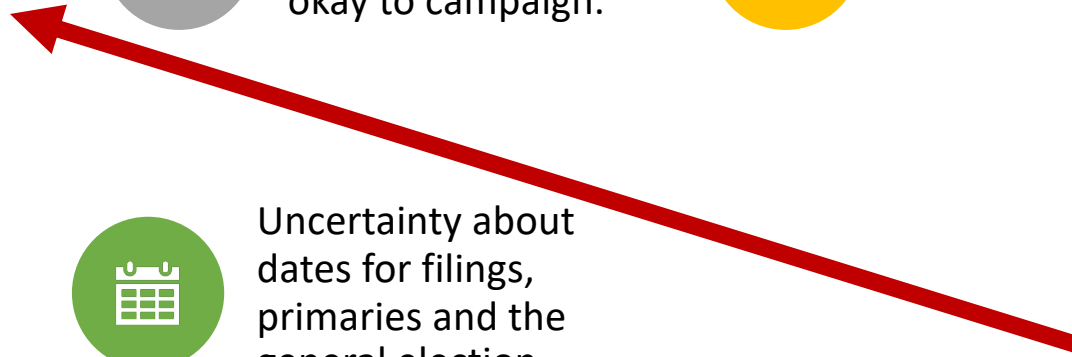
Uncertainty about how to campaign.



Uncertainty in how voters will cast their votes.



Uncertainty about dates for filings, primaries and the general election.



# Campaigning During COVID:

Can You Campaign?

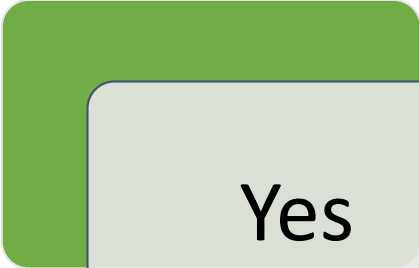
Your Campaign Strategy.

Where to Begin.

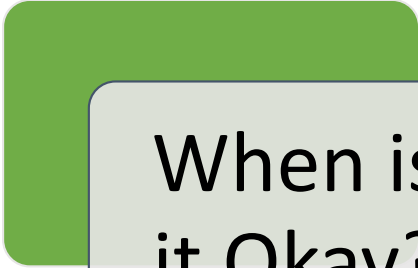
Q & A



# 1) Can You Campaign?



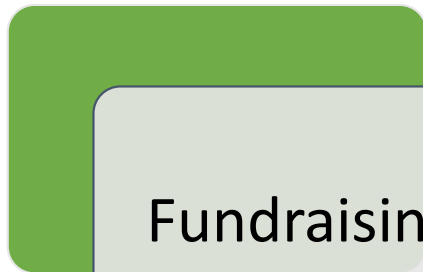
Yes



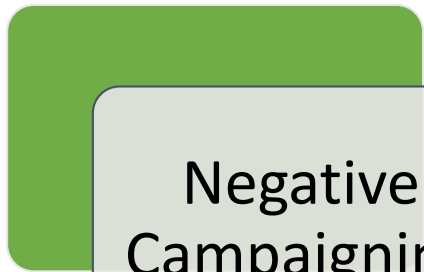
When is  
it Okay?



# 1) But also?



Fundraising



Negative  
Campaigning



## 2) Your Campaign Strategy

### Political Campaigns

1) Strategy    2) Tactics

*"Strategy without tactics is  
the slowest route to victory.*

*Tactics without Strategy is  
the noise before defeat."*

*Sun Tzu*



# Strategic Campaign Planning



Capture



Connect



Voters do not care  
what you know,  
**until they know  
that you care.**





## 3) Where to Begin.

**The Candidate: BE A LEADER –**

*It's always the right time to do the right thing.*

# Campaigning

1

Redefine your  
“why you”.

2

Revise your  
overall  
messaging.

3

Step up and  
be a public  
leader now.

# Leadership

1

Be the calm in the storm.

2

Listen with compassion: Ask before you can talk -  
- how you can help?

3

Be a connector.

4

Be an optimistic voice – i.e., together we will get through this, it will get better.



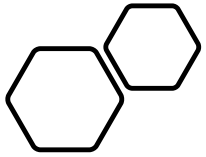
Voters do not care what you know,  
until they know that you care.

“At the end of the day  
people won’t remember  
what you said or did,  
they will remember  
how you made them feel.”

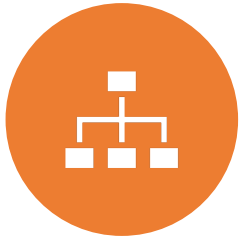
- Maya Angelou

# Priorities

- Update Strategy
  - Capture, and Figure Out Your New Connection
- Shift Focus/ Restructure Plan
  - Still Grassroots, Communications over Door-to-Door
  - Improve Technology Knowledge/Ability
- Build Relationships / Over Quick Votes
  - Gather Contact Information
    - Elected Leaders/Party Officials
    - Request Official List of Absentee/Early Voters



## Next Week / Tactics:



Assessing and  
Restructuring Your  
Campaign / Working  
Virtually.



Grassroots Campaigning.



Message Development.



Fundraising.

# Thank You

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**Eva M. Pusateri, President**

Expert Communications & Training, Inc.

Eva@ExpertCommTrain.com

ExpertCommTrain.com

@EvaMPusateri (Twitter and LinkedIn)

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