**Basic Campaign Structure**

Each campaign has different requirements depending on whether it is a local, state or federal position being sought. Larger districts such as a US Senate seat would require more department categories and staffing levels. Here, we will focus on the basics for local and state level campaigns.

**Campaign Manager**: This person is critical for any successful campaign and, if at all possible, should be a paid position as it is an all-consuming job. Everything about the campaign and candidate is her responsibility. If you can, hire the best and most experienced person.

**Treasurer:** Many candidates like to choose a well-known name for this very critical position and that is fine, as long as she follows the many campaign laws and files the reports accurately and on time. The treasurer must keep all records current so the campaign can plan and budget.

**Social Media/Communications/Technology**: You must have the latest in technology in order to take advantage of the many ways to reach out to and engage the voters. It may take a committee of several people to manage all campaign communications and information gathering systems.

**Volunteer Coordinator:** This person recruits, trains and schedules volunteers. It is like herding cats at times! The position requires excellent people skills, lots of patience and the ability to place volunteers in activities they truly want to do. This person uses lots of praise and words of appreciation. Engaged and enthusiastic volunteers are what makes the campaign work.

**Field Organizer:** This person will research and provide the walk lists for those who will knock on doors and will coordinate with the campaign manager for messaging and areas that need to be covered. The Field Organizer needs to constantly recognize the importance of the volunteers.

**Phone Bank Coordinator:** This personal outreach to potential voters is important for identifying people who will vote for the candidate, those who want yard signs, those who have questions for the candidate. The PB coordinator will train and help schedule volunteers. The scripts are constantly changing based on campaign needs, so the person has to be flexible. Lots of praise and appreciation keep the volunteers coming back to do more!

**Events Coordinator:** This position requires the ability to find and schedule events for the candidate. Depending on how the fundraising events are assigned, she may also coordinate those events. Each campaign is unique in how things are handled.

**Fundraiser Coordinator**: She identifies donors for the candidate to contact and potential fundraising opportunities. Research is a large part of this person’s job as there are groups, corporations, PACs (Pollical Action Committees) and individual potential donors who need to be contacted by the candidate. The Campaign Manager will be active in this area of the campaign.

**The Chief Fundraiser is the candidate!** It involves lots of daily time calling donors presented by the Campaign Manager. There is no way to avoid this campaign activity. Donors only want to hear from the candidate!

**This is *your* campaign, *your* election,** so go for the best people, whether they are paid or volunteer, who will be dedicated to helping you WIN!