**Political Campaign**

A political campaign is an organized effort which seeks to influence the decision making process within a specific group. In [democracies](https://en.wikipedia.org/wiki/Democracy), political campaigns often refer to [electoral](https://en.wikipedia.org/wiki/Election) campaigns, by which representatives are chosen or [referendums](https://en.wikipedia.org/wiki/Referendum) are decided. In modern politics, the most high-profile political campaigns are focused on [general elections](https://en.wikipedia.org/wiki/General_elections) and candidates for [head of state](https://en.wikipedia.org/wiki/Head_of_state) or [head of government](https://en.wikipedia.org/wiki/Head_of_government), often a [president](https://en.wikipedia.org/wiki/President) or [prime minister](https://en.wikipedia.org/wiki/Prime_minister).

**Campaign message**

The message of the campaign contains the ideas that the candidate wants to share with the voters.

Clear

Concise

effective

**Campaign finance**

Fundraising techniques include having the candidate call or meet with large donors, sending direct mail pleas (request) to small donors, and courting (go out) interest groups who could end up spending millions on the race if it is significant to their interests.

**Campaign manager**

Successful campaigns usually require a campaign manager to coordinate the campaign's operations. Apart from a candidate, **they are often a campaign's most visible leader**. Modern campaign managers may be concerned with executing (implementation) strategy rather than setting it .

**Campaign Team**

A campaign team (which may be as small as one inspired individual, or a heavily resourced group of professionals) must consider how to [communicate](https://en.wikipedia.org/wiki/Political_communication) the message of the campaign, recruit volunteers, and raise money.

**Campaign Techniques**

Campaign advertising draws on techniques from commercial [advertising](https://en.wikipedia.org/wiki/Advertising) and [propaganda](https://en.wikipedia.org/wiki/Propaganda), also entertainment and public relations, **a mixture dubbed [politainment](https://en.wikipedia.org/wiki/Politainment" \o "Politainment)**. The avenues available to political campaigns when distributing their messages is limited by the law, available resources, and the imagination of the campaigns' participants. These techniques are often combined into a formal strategy known as the [campaign plan](https://en.wikipedia.org/wiki/Campaign_plan).

**Campaign Plan**

The plan takes account of a campaign's goal, message, target audience, and resources available. The campaign will typically seek to identify supporters at the same time as getting its message across.

**Campaign communication**

Election campaign communication refers to

[party-controlled communication](https://en.wikipedia.org/wiki/Research_strategies_of_election_campaign_communication_research#The_scope_of_election_campaign_communication_research), e.g. [campaign advertising](https://en.wikipedia.org/wiki/Campaign_advertising),

and [party-uncontrolled communication](https://en.wikipedia.org/wiki/Research_strategies_of_election_campaign_communication_research#The_scope_of_election_campaign_communication_research), e.g. media coverage of elections.

**Campaign advertising**

Campaign advertising is the use of paid media (newspapers, radio, television, etc.) to influence the decisions made for and by groups. These ads are designed by [political consultants](https://en.wikipedia.org/wiki/Political_consulting) and the [campaign's staff](https://en.wikipedia.org/wiki/Political_campaign_staff).

[**Internet activism**](https://en.wikipedia.org/wiki/Internet_activism)

The internet is now a core element of modern political campaigns. Communication technologies such as e-mail, websites, and [podcasts](https://en.wikipedia.org/wiki/Podcasts) for various forms of activism enable faster communications by citizen movements and deliver a message to a large audience. **These [Internet](https://en.wikipedia.org/wiki/Internet" \o "Internet)technologies are used for cause-related fundraising, lobbying, volunteering, community building, and organizing**. Individual political candidates are also using the internet to promote their election campaign. In a study of Norwegian election campaigns, politicians reported they used social media for marketing and for dialogue with voters. Facebook was the primary platform for marketing and Twitter was used for more continuous dialogue.

Signifying the importance of internet political campaigning, Barack Obama's presidential campaign relied heavily on [social media](https://en.wikipedia.org/wiki/Social_media), Search Engine Optimization (SEO) and [new media](https://en.wikipedia.org/wiki/New_media) channels to engage voters, recruit campaign volunteers, and raise [campaign funds](https://en.wikipedia.org/wiki/Campaign_fund). The campaign brought the spotlight on the importance of using internet in new-age political campaigning by utilizing various forms of [social media](https://en.wikipedia.org/wiki/Social_media) and [new media](https://en.wikipedia.org/wiki/New_media) (including Facebook, YouTube and a custom generated social engine) to reach new target populations. The campaign's social website, my.BarackObama.com, utilized a low cost and efficient method of mobilizing voters and increasing participation among various voter populations. This new media was incredibly successful at reaching the younger population while helping all populations organize and promote action.

**Campaign Roles and Responsibilities**

*CAMPAIGN MANAGER*

The campaign manager oversees all aspects of the campaign including day-to-day operations,

the hiring and management of staff,

the coordination and implementation of the fundraising operations

and ongoing coordination with the candidate.

They are also responsible for creating and managing the campaign budget.

Campaign managers must have excellent organizational skills,

be level-headed

, have good interpersonal skills

and not be afraid of raising money.

*TECHNOLOGY MANAGER*

This information technology manager coordinates and manages all aspects of the campaign with regard to technology – **web site, database, computer infrastructure, etc**. The IT manager’s responsibilities might range from maintaining the web site to developing the database to providing a computer network for the staff. This person needs to have a broad knowledge of technology, computers and software and be able to work in a rapid-paced environment. In larger campaigns the web site and data responsibilities would likely be split.

*LEGAL ADVISOR*

It is important to have access to a legal advisor **who is versed in all aspects of election law and campaign finance.**

*FINANCE DIRECTOR/FUNDRAISER*

COMMUNICATIONS DIRECTOR/PRESS SECRETARY

The communications director is in charge of all of the campaign’s interactions with the media. They build relationships with the press, communicate with the media as the key spokesperson, set up interviews and identify media opportunities for the campaign. They may help write and develop campaign literature, draft speeches for the candidate and create copy for the campaign web site. The communications director should have prior experience and contacts with the media, be a good writer and communicator, and be a pro-active thinker and strategist.

*FIELD DIRECTOR/VOTER CONTACT*

CAMPAIGN TREASURER The campaign treasurer oversees the financial and accounting aspects of the campaign. They monitor all contributions, maintain financial records and are responsible for compliance with the relevant election board.

*VOLUNTEER COORDINATOR*

The volunteer coordinator works closely with the Field Director to identify, recruit and manage volunteers to help with various campaign activities.

*TECHNOLOGY MANAGER*

This information technology manager coordinates and manages all aspects of the campaign with regard to technology – web site, database, computer infrastructure, etc.

*OFFICE MANAGER*

The Office manager is responsible for maintaining the campaign headquarters and coordinating the administrative aspects of the campaign. They may need to manage staff, infrastructure, supplies, and a myriad of other details. This person needs to have a good over-view of the entire campaign and the ability to solve problems as they arise.