



The Structure of a Campaign ~ The Campaign Staff (formulate and implement the strategy needed to win an election)

Campaign Manager

- ★ Oversee the “big” picture of the candidate’s campaign
- ★ Maintain focus of the entire campaign staff on winning the election
- ★ Oversee campaign staffs and their responsibilities
- ★ Assist candidate with his/her speech writing

Campaign Staff

Deputy campaign managers
Policy Department
Scheduling Department
Fundraising Department
Legal Department
Communications Department
Technology Department



Deputy campaign managers

- ★ Coordinate specific aspects of campaign
- ★ Coordinate geographic areas for the campaign

Policy Department

- ★ Research & develop the candidate’s set of policies
- ★ Provide information to the campaign on issues
- ★ Research opposition policies

Scheduling Department

- ★ Effectively schedule candidate to maximize impact
- ★ Manage advance team of campaign workers for each appearance

Fundraising Department

- ★ Coordinates fundraising efforts for the campaign

Legal Department

- ★ Makes sure campaign is consistent with the law
- ★ Files appropriate government forms
- ★ Responsible for financial disclosures required of the campaign

Communications Department

- ★ Press secretary
- ★ Coordinate public announcements for candidate
- ★ Facilitate the interactions of the candidate with the Press Corps
- ★ Provide feedback to candidate & staff on candidate speeches & appearances
- ★ Contact local, state, national media regarding coverage of candidate’s speeches & appearances
- ★ Provide rapid response to attacks from other campaigns

Technology Staff

- ★ Designs & maintains websites, blogs, campaign databases