

# Elections, Campaigns & Social Work

Course Module



## Overview

- Elections
- The Electoral Process
- Campaigning
- GOTV
- Regulation



## Elections

- Local, State, National
- Recall and Initiative Elections
- Contested & UnContested



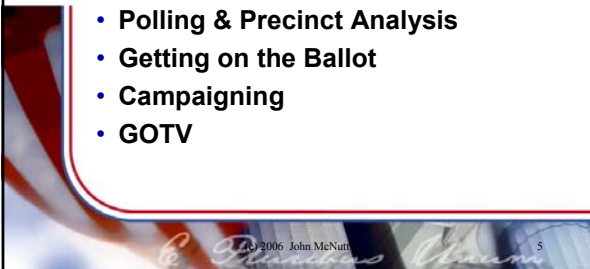
## Why Social Workers Need to Run

- Influence
- Better Policy
- Who runs government is important



## Process

- Decision to Run
- Forming a Committee
- Polling & Precinct Analysis
- Getting on the Ballot
- Campaigning
- GOTV



## Decision to Run

- Motivation
- Politics
- Party



## Forming a Committee

- Chair
- Treasurer
- Campaign Manager
- Consultant



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## Polling & Precinct Analysis

- Polling
  - *Benchmark Polls*
  - *Tracking Polls*
- Precinct Analysis
- Voter Files
- Targeting



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## Getting on the Ballot

- Election Rules
- Petitions
- Challenging Petitions



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## Campaigning

- Meetings
- Canvass
- Leaflets, Yard Signs,
- Buttons
- Media



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## Fundraising

- Role of Money in Politics
- PACs
- Direct Fundraising
- Internet Fundraising



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## GOTV

- Voter Registration
- Door to Door Canvass
- Direct Mail
- Phone Banks and Robocalls
- Leaflets
- E-Mail & Websites
- Poll Watching



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## Technology & Campaigns

- Website
- E-Mail List
- Meet Up
- Blogging



## Regulation

- Federal
  - *IRS*
  - *Federal Election Commission*
    - Bipartisan Campaign Reform Act
- State

