

General Rules (State Campaigns)

1- Candidate + Party + Time ^{sums}

2- Well planned program:

- 1- Projects take time
- 2- Must assign priorities
- 3- offensive
- 4- Volunteers need time
- 5- Determine budget.

(Show Program) Media
3- Campaign Org. + Equipment
of the best

4- Staff — excellent.
— Volunteers

5- Principle of Concentration

6- Problem of the Political
Debate Agenda
(PKB technique)

7- Coordination of Multi-Candidate
Campaigns

- Same Money
- Concentrate on Issues
- Blanket State

8- Use of Modern Survey
techniques

9- Background + research.

7/12-1989

100- Bulletin #

Campaign Function Areas

~~1 - Fund Raising~~

1 - Finance

Fund Raising
Budgeting - Explain
No debt
Proper Bookkeeping

2 - Special Committees

Eg - Independents for Freeman (Shaw)
Veterans for Freeman
Dairy Committee
Education, etc

3 - Women's Activities

Coffee parties
TV Shows.

4 - Union Campaign

Plant Gates, Visits
Picnics - Misc Visits
Laps & Vote Drives

5 - Antislavery Tours

- Sophisticated Technique

6 - Public Relations

Meet best people
TV & Radio
Press Releases

7 - Office Management

Staff
Physical Arrangement
Purchase Order System

Bookkeeping System Direct Mail

~~Literature~~

8- Literature

9- Post-Election Activities & thank you's

Conclusion

~~Good~~ Campaigns

1- Tell your positions

2- Reveal your personality

They may eliminate the standards of government as they can do the opposite. ~~Unless~~ Key is to appreciate that ~~there~~ there are fine people at the head of both parties.

^{Dirty} A bad Campaign ~~System~~

1- Refuses good people & discourages political activity

2- Results in the absence of discussion & understanding of the real issues

Mr. Nixon's campaign an example of the bad kind?

Defamed Freeman
Talked about Rich. Conn. instead of what mattered.

I believe in Democracy?
I ~~do~~ consider good politics &
good petitions to be the highest
goal & highest calling.

What is needed create a
trust,



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