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I. So you want to run for School Board?

Why should I vote for you? - Can you effectively tell me?

No primary, it's a non-partisan race (yeah right...)

Sign Up (July 6th 8 AM -thru- July 17 Noon) - The Board of Elections as your resource (other than MeckEd) Data (Access, Filemaker), Reporting (treasurer, timely reports, certified treasurer training).

Mecklenburg Board of Elections: *www.meckboe.org* Street Address: 741 Kenilworth Avenue, Suite 202 Charlotte, NC 28204 Mailing Address: PO Box 31788 Charlotte, NC 28231 Phone: (704)336-2133 Fax: (704)343-0537

Formulating Ideas vs Ideology - are you flexible and empathetic?

Serving your district, how well do you know your constituents? Can you break silos? Media connectivity & savvy. Rehearse and red teaming - forums and TV.

II. Now that you know have a message what do I need to do to connect?

If you shake every hand in your district you may very well win...

Mailers, handouts, email, web, coffees and socials. Where to start? What is best? The Silver Bullet

III. Money Issues - Fundraising.

Money makes the campaign turn around....

A fundraising strategy.

IV. The Team

Treasurer - must have by signing up (or ten days after -maybe)

Manager - what does she/he do?

confidants - a kitchen cabinet

volunteers, who manages what, when
calendar.

V. What a campaign is not...

Marketing 101 - not...

effective communicating, dress code, who do I come over, behavior.

How do people perceive me?

understanding a fairly complex structure

VI. In the midst of the campaign

Strategy, tactics & execution of plan.

Does going negative work?

VIII. Must do's and must have

IX. know election law and ordinances

Head shot and promo pics, professionally done - not a friend with a nice camera.

Good color scheme, understand the power of color and it's significance.

Parlance, and messaging - mannerism (do not act crazy!!!)

Good handouts, with graphics reflecting the times

Yard signs (color scheme)

Fundraising envelopes or cards - effective and to the point.

IX. So you decided to go for it; then have fun at it!

X. *BTW this is no way a comprehensive schedule for election success, the only purpose is for presentation and discussion at the June 24, 2009 MeckEd seminar.*

Read & Learn

The Art of War - Sun Tzu

Winning Campaigns - William Bike

The Tipping Point - Malcolm Gladwell

The Political Brain - Drew Western

CMS Budget

etc

The fun thing about a campaign is at a certain point you leave it to the voters; who will decide your fate. With good preparation, and execution of your strategic plan you have a good chance to win. Unlike the candidate a good manager knows that it is not all about the rhetoric and vision only, but how a candidate comes across to the voting population. Your campaign ends on election eve, then when we have done our job, you the candidate have become an elected official, this is where the real work starts... Are you setting yourself up to EMERGE the winner?

HGE

Henk Jonker Consulting - The ART of POLITICAL CAMPAIGNS

Turn Key & A La Carte Solutions for YOUR Campaign

Media - Message creation - Mailing and Handout Development & Execution - Data & Targeting Development - Media Buys - Phone Messaging - Web, E News Letters & Modern Connections