Campaign Finance Strategy

A campaign is only as strong as its strategy and proper funding of a campaign is a large part in determining who will be the next president of the United States. In this assignment you will create a strategy to fund the candidate of your choice’s campaign. Complete the following questions to help guide your strategy regarding campaign financing.

1. Choose which candidate you will create your strategy for: Democrat or Republican?
2. Use the link <https://www.opensecrets.org/2020-presidential-race> to determine the current funds already available to you. How much money has your candidate’s committee currently raised (inside money), and how much outside money (money from SuperPACs and Non-Profit groups) has your candidate already raised? (keep in mind that outside money is not actually given to your candidate, but rather will be spent independently by the organization to promote your cause)
3. Develop 3 ideas on how you can fundraise more money for your candidate. For example: fundraising dinner to attract large donors, local event fundraiser to attract a large number of smaller donors, issue speeches to attract interest groups and PACs support. For each of your 3 ideas answer the following questions in a one paragraph summary.
4. Where will the event/speech take place (hint: think swing states)?
5. Who is your target audience (examples: average citizens, wealthy citizens, gun owners, pro-choice groups, unions, or corporations?)
6. How many people do you expect to attend?
7. How much money could this event possibly raise? Use this link to discover limitations on contributions <https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/contribution-limits/>.
8. What stance may your candidate have to take to get the political backing of the target audience? For instance, if you are holding an event to get the support of the NRA what stance on gun control would your candidate need to take?
9. Will the stance taken in question E correspond with the political party’s stance on the issue? If not, how will you justify this to your political party?
10. Looking back to your electoral college strategy assignment (Day 7), list the 5 states that you have determined are “must win” states in order to get your candidate elected.
11. How will you allocate the funds between the 5 states indicated in question 4 to ensure victory in those states? For example, are the funds going to be split up evenly, or are some states more important to win than others? List the amount of money that will be spent to win each state below.
12. Using the 7 categories of campaign expenditures from the Powerpoint determine what percentage of your budget you will spend on each category, and write a brief justification for why that percentage was chosen.

* Media
* Fundraising
* Salaries
* Administrative
* Strategy & Research
* Campaign Expenses