



The 1776 Syndicate

Campaign Advertising

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Medium	Pros	Cons	Notes/Budgeting
Endorsements, Letters to editor	Name recognition, positive association. Get your supporters early and get them involved.	Negative associations are always possible.	Free. if you write the letters, you control the messaging and minimize duplication.
Donation Envelopes	Professional and makes contribution tracking easier for treasurer and campaign finance reports	None	Offer to include postage if they are not making a contribution on the spot
Thank You Cards	It's the right thing to do even for volunteers, be sure and get mailing addresses	None	Send many and often, budget for the extra stamps!
Campaign Business Cards	A great driver to your social media, and website, plus personal contact info.	You need to have a strategy to deploy them.	Inexpensive. Post them on bulletin boards and hand them out liberally.
Social Media Posts and Boosts	You control the message/post. Relatively inexpensive	No guarantee on viewership or that they could even vote for you if they did see it.	Will need to set up a public figure/campaign profile and billing account.

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Campaign Website	Easy to get set up. Affordable, ubiquitous, available 24-7. You control all content and messaging	You will want to update it and add fresh content Regularly.	PACs/donors may help with this.
Civic Group Meetings	Helps build name recognition, personal relationships, and your brand, get to know what's important to the community	Usually not allowed to campaign so you have to have a different message in addressing the group.	Time commitment, but will have many other Long lasting dividends
Community Events, Parties/ parades	People get to know you and your family on a personal level. Get your volunteers to help mingle.	Takes time and commitment— cost of merchandise	Tee Shirts, buttons, calendars, or other merch —be sure and follow local guidelines for campaigning.
Yard Signs	Name Recognition, shows neighborhood and business support, helps build your base	Will need to follow local rules and maintain them (wind, vandalism)	Not overly expensive. Must follow local and state ordinances, vandalism and theft

Medium	Pros	Cons	Notes/Budgeting
Door to door flyers/door hangers	Same as Direct Mail but you know it gets to the door. You can use this as an opportunity to meet and greet voters.	Takes a big time commitment. Use volunteers but be available for questions or follow up.	You can get a better print rate for volume and use your mailer as your door to door flyer. Must follow USPS rules.
Direct Mail	Can be creative, appealing and create an emotional link with voter. Ability to target your audience.	Can't guarantee it will be read.	Will want a bulk rate permit affiliation. Coordinate with election office for absentee ballots
Newspaper Ads Daily- Weekly	You control content, has potential for a lot of audience connects. Weekly has longer shelf life	Expensive even with political rates, no guarantee of placement or that it will be seen.	Request placement and budget ahead for you best rate package
Digital Newspaper Ads	Might have to spend money on physical ads to be able to get these	No guarantee they are seen or effective	Inexpensive

Medium	Pros	Cons	Notes/Budgeting
Radio	When well done, it can be impactful, and catchy. Good opportunity for public celebrity/leader endorsements	No guarantee they will be heard	Less expensive than tv, or paper. Can try and get free air time on community topics not related to election
TV	You control the messaging and they can leave an impact if well done.	Expensive. No guarantee they will be seen by your constituents.	PACs may be a better alternative to reach a broad base with your message. If you produce your own spots, try and piggy back on their messaging.

Be frugal. If you do your research you should have a pretty good idea of how many of each medium you should need to reach your voters. Many of these options depend on the scale of your election, the size of your base, the demographics of your constituents, and what your competition is doing. People are investing in you, respect that with good research and wise expenditures.

1776

For more information about
The 1776 Syndicate
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**A membership to "The 1776 Syndicate" will help with
any campaign strategies as a group or one-on-one
consulting is available.**

A professional network for citizens seeking to ensure a constitutional future.