



**MANNING
FOUNDATION**
For Democratic Education

Learn How To Win Campaign Leadership School

AGENDA

Registration | 8:00 AM

Introduction | 8:45 AM - 9:00 AM

1. Welcome
2. Objectives Overview: Outline the goals and agenda for the day.

Real Nature | 9:00 AM - 9:45 AM

Leading with Values | 9:45 AM-10:30 AM

Break | 10:30 AM - 11:00 AM

Grassroots Organizing and Voter Engagement | 11:00 AM - 12:00 PM

1. Community Outreach: Techniques for effective grassroots organizing and community engagement.
2. Voter Mobilization: Strategies to increase voter registration and turnout.
3. Volunteer Coordination: How to recruit, train, and manage volunteers.

Lunch Break | 12:00 PM - 1:00 PM

Media and Communications | 1:00 PM - 2:00 PM

1. Media Relations: Building relationships with the media, crafting press releases, and handling interviews.
2. Public Speaking: Tips for effective public speaking and handling debates.
3. Social Media Strategies: Utilizing social media platforms to engage with constituents and spread your message.

Utilizing AI | 2:00 PM- 2:30 PM

Break | 2:30 PM- 3:00 PM

Core to Crowd | 3:00 PM- 3:45 PM

Closing Session | 3:45 PM - 4:30 PM



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Political Science

4

Data + JUDGMENT

5

Planning + ADAPTATION

6



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8



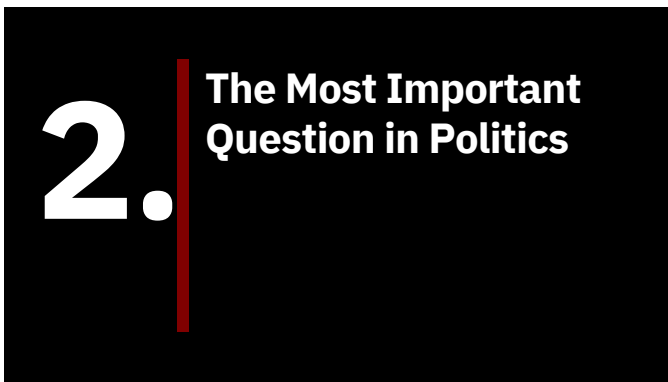
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10



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12



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13



14



15



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Born in 1910
47 years
Life expectancy

Born in 1934
58 years
Life expectancy

Born in 1970
71 years
Life expectancy

16

What makes it possible for one generation to live better than the last?

17

Is it that people have become more intelligent?

18



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19



20



21



Real Nature of Politics

Total cost of everything in this ad: \$3,277

In 2024 dollars: \$7,619

New iPhone SE: \$399 (5%)

22

Your smartphone is millions of times more powerful than the Apollo 11 guidance computers

That's the way most tech and science ads work: the computers look less like yours but are more powerful than yours.

23

2024 INDEX OF ECONOMIC FREEDOM

30

| | |
|------------------------------|------------------------|
| Rule of Law | Government Size |
| Property Rights | Govt spending |
| Govt Integrity | Tax burden |
| Judicial effectiveness | Fiscal health |
| Regulatory Efficiency | Open Markets |
| Business freedom | Trade freedom |
| Labor freedom | Investment freedom |
| Monetary freedom | Financial freedom |

24



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25



26



27



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28



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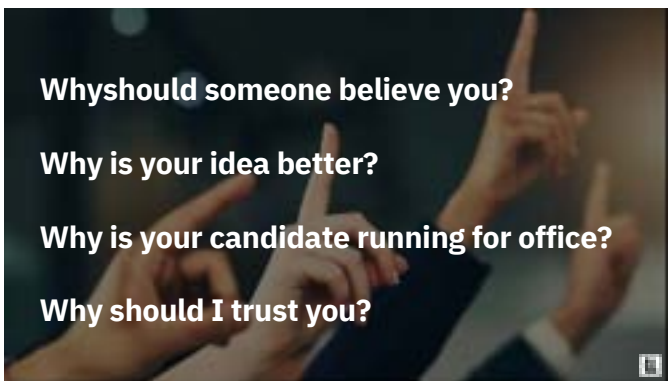
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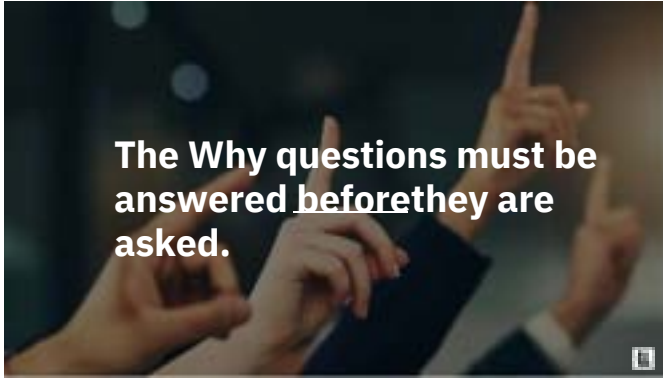
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33



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34



35



36



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Campaign evolution and devolution

| | |
|------|--|
| 1960 | Televised debates |
| 1964 | Television advertising |
| 1980 | Cable television and direct mail |
| 1992 | Internet campaigning (blogs, websites) |
| 2004 | Social media and online fundraising |
| 2008 | Social media mobilization |
| 2012 | Data analytics and online advertising |
| 2016 | Supercharged data, "influencers" |
| 2020 | COVID-campaign shift even more online |

37



38

| | | |
|---|--|--|
| <p>Pre-World War 2 Traditional campaigning</p> <ul style="list-style-type: none"> • Door to door • Neighborhood events • Party machinery • Physical presence | <p>Distance campaigning</p> <ul style="list-style-type: none"> • Televised debates and conventions • Television advertising • Media image • Internet and social media | <p>"Voter contacts"</p> <ul style="list-style-type: none"> • Bush 2000/2004 • "Number of voter contacts" by mail, phone, or in person |
| <p>Astro turf campaigning</p> <ul style="list-style-type: none"> • Paying canvassers to go door to door. • Social media advertising. | | |

39



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Big advantages to communicating in person

- Personal connection and trust.
- Nonverbal cues and body language.
- Effort and commitment.
- Community building.

40

There is a premium on...

Physical campaigning.
Volunteer powered,
Professionally organized,
Digitally supercharged.

41

Physical at the point of contact with the voter

Digitally targeted, tested, organized, tracked and amplified.

42



4. | **Who is welcome?**

43

Who can be in our movement?

Anyone*

44

Who can't be in our movement?

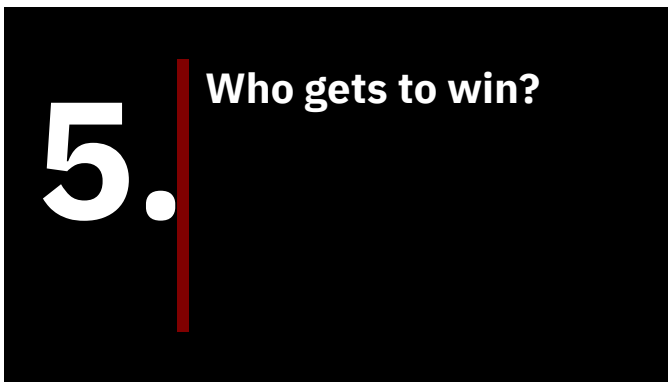
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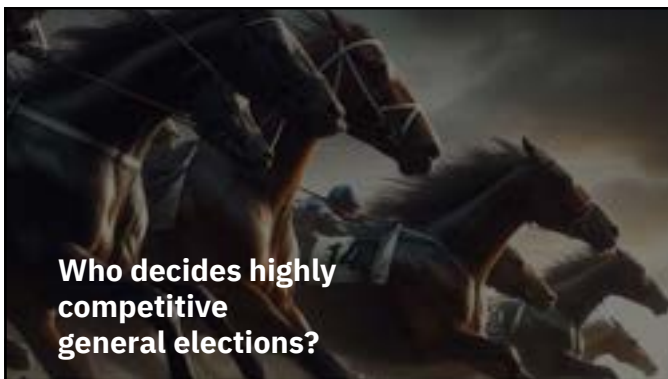
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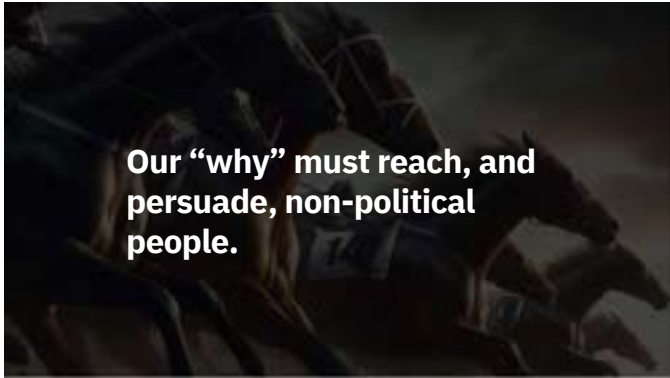
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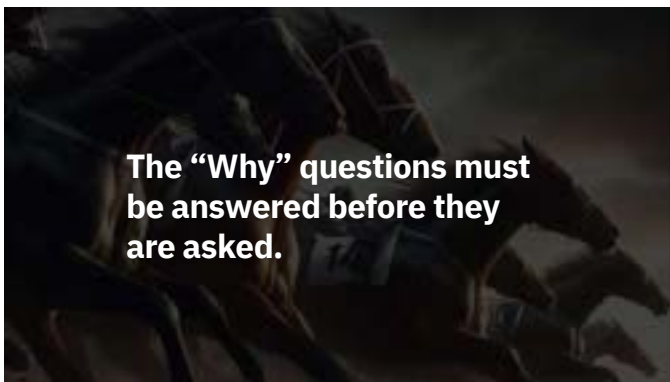
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51



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52



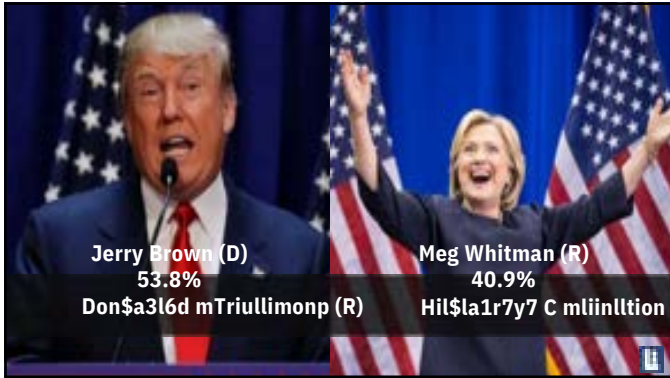
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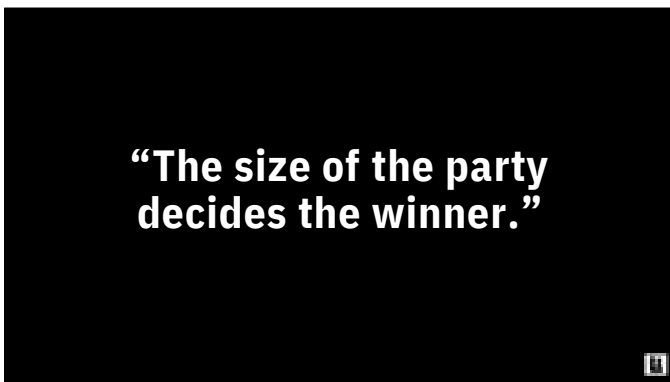
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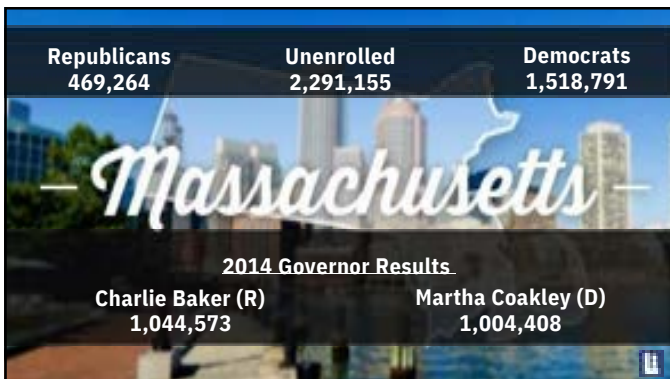
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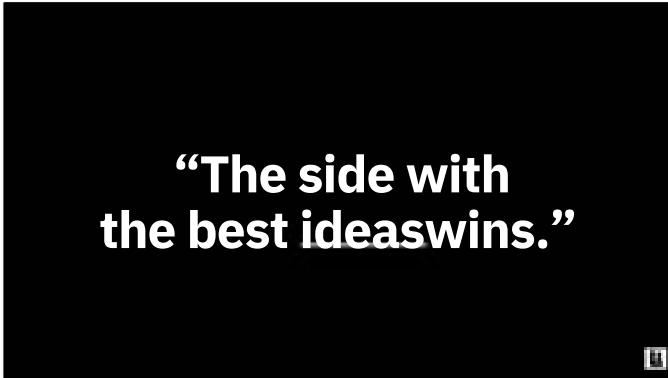
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59



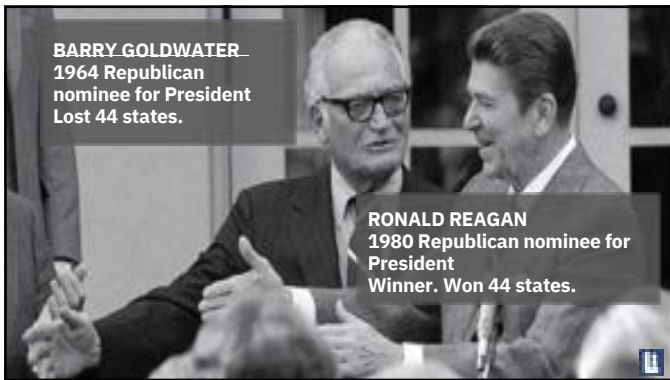
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The winner of a political contest, over time, is determined by the number and effectiveness of the activists and leaders on each side.

61



62

1964 to 1980: Growth of the American Conservative Movement

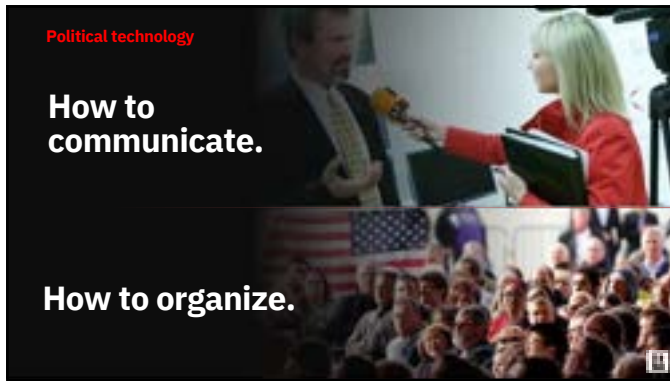
Large numbers of Americans learned how to organize and communicate through many new conservative organizations

- Social conservative groups (Roe v Wade, opposition to ERA)
- Think tanks: Heritage Foundation, American Enterprise Institute, etc.
- Advocacy groups
- State legislators: ALEC
- Liberal intellectuals moving to the right (neoconservatives)
- Magazines: National Review, Commentary, Public Interest

63



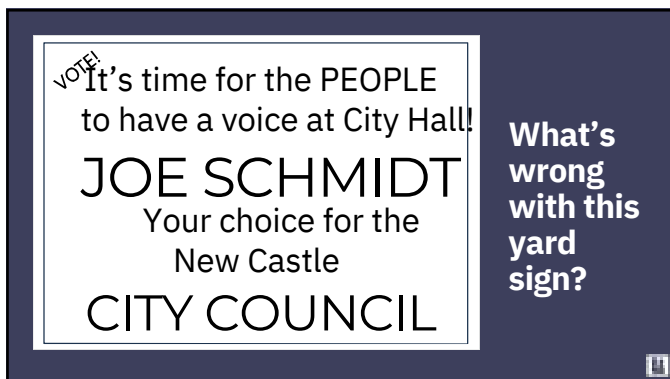
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64



65



66



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67

THE WORLD KNOWS ARNOLD SCHWARZENEGGER AS A FAMOUS BODYBUILDER AND A HOLLYWOOD ACTION HERO, BUT HE IS ALSO A SUCCESSFUL BUSINESSMAN, GENEROUS PHILANTHROPIST AND CALIFORNIA'S 38TH GOVERNOR. SINCE HE TOOK OFFICE, GOVERNOR SCHWARZENEGGER'S RESPONSIBLE FISCAL POLICIES HAVE BROUGHT CALIFORNIA BACK FROM THE BRINK OF BANKRUPTCY, REINVIGORATING THE ECONOMY, CREATING A BETTER ENVIRONMENT FOR BUSINESS AND CREATING MORE THAN 680,000 NEW JOBS. IMPROVED STATE REVENUES HAVE PAID DOWN THE STATE'S DEBT AND AFFORDED RECORD INVESTMENTS IN SCHOOLS, ROADS AND AFFORDABLE HEALTHCARE FOR CHILDREN. GOVERNOR SCHWARZENEGGER'S MOST NOTABLE ACCOMPLISHMENTS INCLUDE A BIPARTISAN AGREEMENT TO REDUCE CALIFORNIA'S GREENHOUSE GAS EMISSIONS BY SIGNING LANDMARK LEGISLATION IN 2006, INCREASING THE MINIMUM WAGE WHILE LOWERING THE STATE'S UNEMPLOYMENT RATE AND OVERHAULING THE WORKERS' COMPENSATION SYSTEM - CUTTING COSTS BY MORE THAN 35 PERCENT. IN ADDITION, GOVERNOR SCHWARZENEGGER IS THE FIRST GOVERNOR IN DECADES TO MAKE MAJOR INVESTMENTS IN IMPROVING CALIFORNIA'S AGING INFRASTRUCTURE THROUGH HIS STRATEGIC GROWTH PLAN, HELPING TO REDUCE CONGESTION AND CLEAN THE AIR. HE ESTABLISHED THE HYDROGEN HIGHWAY AND MILLION SOLAR ROOFS PLAN, CONTINUING HIS LEADERSHIP IN CREATING A GREENER ENVIRONMENT. AS GOVERNOR, HE HAS BEEN CALIFORNIA'S MOST EFFECTIVE MARKETING TOOL, TRAVELING ACROSS THE COUNTRY AND AROUND THE WORLD PROMOTING CALIFORNIA GROWN PRODUCTS, CUTTING EDGE TECHNOLOGIES AND THE STATE'S DIVERSE TRAVEL DESTINATIONS. IN ADDITION, USING HIS BACKGROUND AS AN INTERNATIONALLY RECOGNIZED ATHLETE, GOVERNOR SCHWARZENEGGER HAS MADE RESTORING HEALTH AND FITNESS A TOP PRIORITY. HE SIGNED LEGISLATION MAKING THE STATE'S SCHOOL NUTRITION STANDARDS THE MOST PROGRESSIVE IN THE NATION AND CONTINUES TO PROMOTE HEALTHY HABITS. THIS WORLD-FAMOUS ATHLETE AND ACTOR WAS BORN IN AUSTRIA IN 1947, AND AT 20 BECAME THE YOUNGEST PERSON EVER TO WIN THE MR. UNIVERSE TITLE. HE CAME TO AMERICA SHORTLY AFTER, WINNING AN UNPRECEDENTED 12 MORE WORLD BODYBUILDING TITLES. CHALLENGING BOTH HIS BODY AND MIND, HE EARNED A COLLEGE DEGREE FROM THE UNIVERSITY OF WISCONSIN AND BECAME A U.S. CITIZEN IN 1983. THREE YEARS LATER HE MARRIED BROADCAST JOURNALIST MARIA SHRYVER.

68

The world knows Arnold Schwarzenegger as a famous bodybuilder and a Hollywood action hero, but he is also a successful businessman, generous philanthropist and California's 38th Governor.

Since he took office, Governor Schwarzenegger's responsible fiscal policies have brought California back from the brink of bankruptcy, reinvigorating the economy, creating a better environment for business and creating more than 680,000 new jobs. Improved state revenues have paid down the state's debt and afforded record investments in schools, roads and affordable healthcare for children.

Governor Schwarzenegger's most notable accomplishments include a bipartisan agreement to reduce California's greenhouse gas emissions by signing landmark legislation in 2006, increasing the minimum wage while lowering the state's unemployment rate and overhauling the workers' compensation system - cutting costs by more than 35 percent. In addition, Governor Schwarzenegger is the first governor in decades to make major investments in improving California's aging infrastructure through his Strategic Growth Plan, helping to reduce congestion and clean the air. He established the Hydrogen Highway and Million Solar Roofs Plan, continuing his leadership in creating a greener environment.

As Governor, he has been California's most effective marketing tool, traveling across the country and around the world promoting California grown products, cutting edge technologies and the state's diverse travel destinations. In addition, using his background as an internationally recognized athlete, Governor Schwarzenegger has made restoring health and fitness a top priority. He signed legislation making the state's school nutrition standards the most progressive in the nation and continues to promote healthy habits.

69



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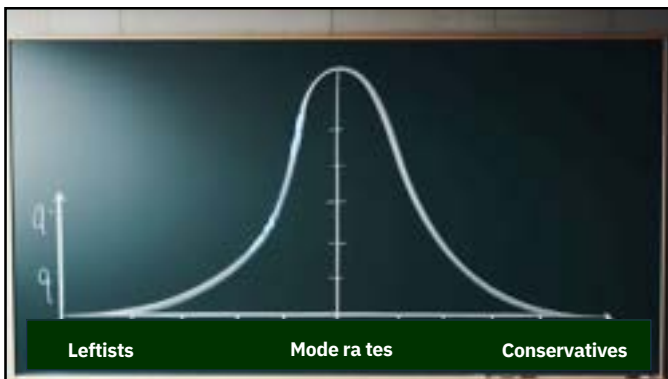
6 Political theory vs. actual campaigns

70

Market research
 “The problem with market research is people don’t think what they feel, don’t say what they think, and don’t do what they say.”
 David Ogilvy

Political theory
 Human beings cannot be usefully reduced to a single number placing them on a theoretical, one-dimensional political spectrum. Political theory is often incomplete or misleading.

71



72



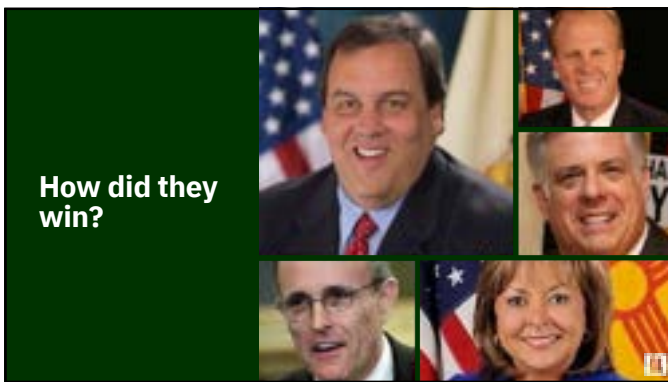
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Where do they belong?

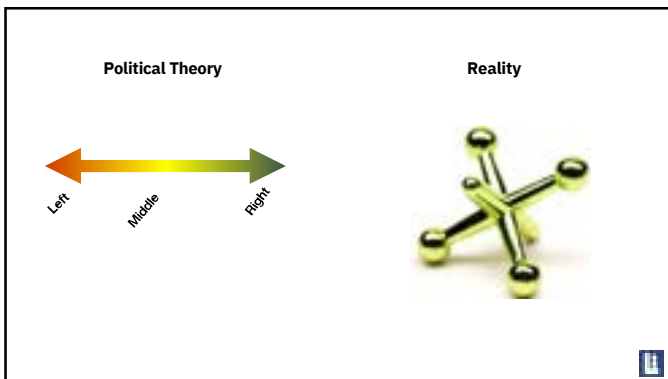


- Voter wants lower taxes, and supports EV mandates.
- Voter likes a candidate's policies but not his conduct.
- Voter doesn't care about politics.

73



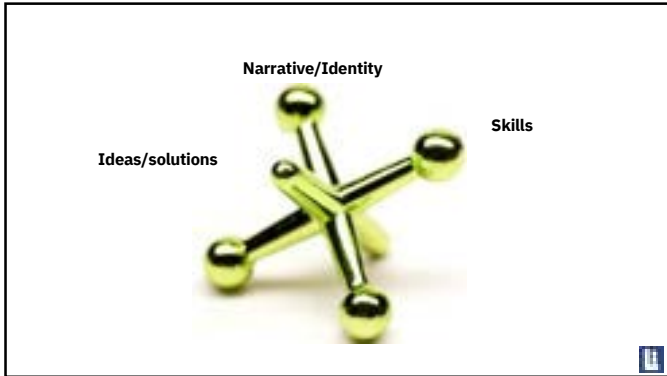
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75



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76

Key takeaways

- The importance of "why" -Good ideas can't implement themselves.
- They need champions.
- Conservatism is a set of ideas, open to everyone.
- Winner of political contest over time is determined by the number and effectiveness of activists and leaders.
- Political technology = the skills to organize and communicate.
- The right ideas + strong narrative + sound skills = maximum opportunity for victory.

77

My contact card:

Ron Nehring
Director of International Programs
for the Leadership Institute

78



Real Nature of Politics





THE REAL NATURE OF POLITICS AND ELECTIONS

Presentation Notes

1. What is one of the most important questions in politics, and why?

2. Conservatism is a _____ open to _____.

3. What determines the winner of a political contest over time?

4. What is political technology?

5. What are three dimensions in which political leaders and communicators need to be sound?

A. _____

B. _____

C. _____

ADDITIONAL NOTES:

The Real Nature of Politics and Elections

The ideas and policies that allow a society to thrive and its people to live in freedom have one drawback: They cannot execute themselves.

The conservative principles of limited government, free enterprise, a strong national defense, personal responsibility and traditional values require champions: leaders in the public policy arena with the skills to put their ideas into action.

What makes it possible for each generation to live better than the last?

It's not that people today are any smarter than those who lived at the time of America's founding, or during the time of the Roman Empire, or the Egyptians. There's no evidence to suggest those of us alive today are any more intelligent than our ancestors.

What we do have, are better tools, and these tools allow one person to produce more with his or her potential than every before.

So what allows a society to develop better tools? We know from history that often for hundreds of years society would invent very little – the Dark Ages come to mind.

The answer is innovation. And that, in turn, is the product of education and opportunity.

Our friends on the left talk about education a lot. One wonders how their education policies would be different if the teachers unions were not among the left's most critical campaign contributors.

In any case, education alone does not give us innovation. The Soviet Union had plenty of well educated people. The Soviet satellite states in Eastern Europe had plenty of scientists, engineers, mathematicians, and the like. Yet, Communism never produced nearly the innovation seen in countries in the west.

That's because innovation requires not only education, but also opportunity. Whether an inventor such as Thomas Edison or the Wright Brothers, or just someone working in a shop or a factory who figures out a better way to do things, will have the ability to benefit from their idea, makes all the difference.

What gives us an opportunity society?

Our friends at the The Heritage Foundation actually produces an index, called the Index of Economic Freedom. It's a numerical score assigned to each county based on its policies in areas such as monetary freedom, labor freedom, freedom from corruption, size of government, open markets, and rule of law.

The result? Countries with more freedom, property rights, government integrity, efficient regulatory policies, and the like score higher, and their citizens are more prosperous than, say, Cuba or Venezuela, which unsurprisingly score at the bottom.

Yet, none of these ideas can implement themselves. In fact, there are often powerful forces at work in a country against these policies, such as crony capitalists, rent seekers, and socialists.

This brings us to one of the most important questions in politics: WHY?

We call it, “the because clause.”

Why are you in politics? Why should someone vote for you? Why are you running for office? Why do you believe what you do?

Answering the question of “why” is critically important in politics because in a world where people are rightly suspicious and skeptical of politicians, answering “why” defines your motives.

Are you here just to help yourself? Just to achieve some life goal? To get a title? Few voters are interested in that. Or, are you here because you want to help others?

We know that around the world, whenever conservatives ideas are put into action, people prosper.

Take a country with one language, one history, one culture. Divide it in half. One side goes with freedom, the other with authoritarianism. Come back in 50 years and see what happens. It’s only happened twice in all of human history: in Germany, and in Korea. Today, nobody is trying to break in to North Korea, and when that Berlin Wall fell, no one in West Germany said, “thank God I can now go shop in East Berlin.”

Conservatism is a set of ideas that, when put into action, allow people to reach their full potential. Conservatism therefore is not a race. It’s not a national origin. It’s not a native language. It’s not a religion. It’s a set of ideas that is open to anyone, of any background.

Anyone who believes in and supports conservative ideas can be a good conservative.

Which side gets to win

So, does that mean we get to win? Why are campaigns even necessary?

This raises the question of: which side gets to win in politics, and how can we make that side us?

Some argue that money determines outcomes. They say elections are all bought and paid for by the wealthy or powerful interests, so campaigns don’t matter. To that we can introduce you to President Michael Bloomberg, or President Steve Forbes, or California Governor Meg Whitman. All of these billionaires vastly outspent their opponents, and all went down to defeat. The road to political oblivion is lined with the carcasses of wealthy self-funded candidates. No, money alone does not determine outcomes in politics.

We hear a lot about the role the news media plays in politics. With their ability to frame the issues and decide what is worthy of coverage, they say the media has so much control. Yet, did Donald Trump have the media on his side in 2016? Was “the media” behind Reagan in 1980? Behind Bush 41? Did they rally to Bush 43? No, the media doesn’t determine who wins either.

What about the size of the party? If the majority wins, maybe the biggest party gets to decide the winner? To that we can introduce you to Massachusetts Governor Charlie Baker, a Republican governor in a state with three Democrats to every one Republican. Or Maryland Governor Larry Hogan, who won two terms in the heavily Democratic state of Maryland. Or Democrat Senator Bob Jones of Alabama, who won his seat in a special election in one of the most conservative states in the south. No, larger parties don’t get to dictate winners and losers either.

How about the side with the best ideas? If our ideas are so much better, elections should reflect that, right? Unfortunately, history is replete with examples of people with very bad ideas winning elections. Hugo Chavez of Venezuela is one high profile example, and there are many more. No, having the best ideas doesn’t guarantee an election outcome either.

So, who does get to win?

If we look at history as a series of movements, rather than a series of elections, we see that the winning side was the one with the greatest number of effective activists and leaders.

As Leadership Institute President Morton Blackwell observes, “The winner of a political contest, over time, is determined by the number and effectiveness of the activists and leaders on each side.”

The success of the conservative movement in America can be traced back to the aftermath of the 1964 Presidential campaign of Arizona Senator Barry Goldwater, who, although not successful, inspired hundreds of thousands of conservatives to remain involved in public policy. Many of them founded and joined organizations of various kinds where even more people learned how to do everything from how to organize a rally to how to lobby for legislation, or mobilize people through talk radio.

By the time Ronald Reagan ran for President in 1980, he had the benefit of a much larger and more effective conservative movement consisting of many hundreds of thousands of people who learned effective political technology.

When we refer to political technology, we are referring to the skills involved with organizing and communicating effectively. Unlike philosophy or issues, political technology is philosophically neutral. That is, the techniques for organizing and communicating work as well when used by the left as the right.

There is no “liberal” way to hold a press conference, no “conservative” way to mobilize a neighborhood. Yet whether those involved in a struggle in the public policy arena choose to learn these skills can have a powerful impact on the outcome. It is for this reason that we focus so heavily on teaching conservatives these skills.

Often, learning effective political technology involves unlearning what is commonly taught through the mainstream media about how politics really works. Much of the media reporting on political campaigns focuses on horserace polls and campaign fundraising while missing the importance of mobilizing large numbers of volunteers, and going beyond simplistic explanations of where candidates fall along an ideological spectrum.

The typical bell curve, so common in many political science classes, explains how in a given population, most people are moderates, while there are decreasing numbers of people as one moves toward the left and right. Presumably, candidates who fall toward the mean of this simplified left-right spectrum have an advantage in a campaign.

However, missed in this oversimplified view of the world are voters who are ambivalent about politics. Lacking strong political opinions they tend to be classified as “moderates,” which is a rating of philosophy, not interest. Meanwhile, also lost are voters who may concurrently hold views that are traditionally seen as conservative, and liberal. For instance, where does the voter who is anti-tax, and anti-gun, fall on this spectrum? Or libertarians?

Contrary to what the implications of the traditional bell curve, we have seen many conservative candidates win races in communities where they are further from the hypothetical bell curve mean than those they defeated. Former New York City Mayor Rudy Giuliani won election twice in New York City, where Republicans are overwhelmed by Democrats. The same is true for former New Jersey Governor Chris Christie, Maryland Governor Larry Hogan, San Diego Mayor Kevin Faulconer, and former new Mexico Governor Susana Martinez.

The victory of these candidates, not easily explained through the bell curve we see so often in Poli Sci 101, reflects the reality that candidates do not only exist in one dimension of political philosophy. Rather, they exist in three:

Political philosophy and issues

Narrative and identity

Skills

These three areas are wheels spinning independently of one another. A candidate can be philosophically well grounded, but lacks the skill to organize an effective campaign. Another candidate can have a great story, but is not philosophically a good match for their district. Yet another may have great political skills, but flawed narrative.

Again, having the best ideas is not enough to win. Leaders who have the right ideas, and also the right narrative, and strong political skills, maximize their opportunities for victory.









**Effective communicators
are what?**





Identity & narrative

Skill & ability



Principles & Ideas

Three dimensional





**Common
perceptions of
politics?**





























Policies are not personal





Values are personal & persuasive



Why Values are Personal

- ✓ A **belief or principle** that an individual holds as important and guiding in their life.
- ✓ Shape **how people perceive the world, make decisions, and interact** with others.
- ✓ Deeply **rooted in one's upbringing, culture, experiences, and personal reflections.**





American Values

- ✓ Liberty
- ✓ Equality
- ✓ Democracy
- ✓ Individualism
- ✓ Rule of Law
- ✓ Justice
- ✓ Freedom of Speech
- ✓ Capitalism
- ✓ Religious Freedom
- ✓ Patriotism
- ✓ The American Dream
- ✓ Entrepreneurship



Conservative Values

- ✓ Limited Government
- ✓ Fiscal Responsibility
- ✓ Personal Responsibility
- ✓ Free Market Economy
- ✓ Pro-Life
- ✓ Strong National Security
- ✓ Second Amendment Rights
- ✓ Educational Choice
- ✓ Border Enforcement



Conservative Policies

- ✓ Tax Cuts
- ✓ Border Security & Immigration Reform
- ✓ Repeal Affordable Care Act
- ✓ Energy Independence & Fossil Fuels
- ✓ Judicial Appointments
- ✓ Opposition to "Woke" Policies & Critical Race Theory























Who are you?





It's on the ballot





An opportunity for personal connection





An opportunity for personal connection



- ✓ Former investment banker
- ✓ Political consultant
- ✓ Director at Leadership Institute
- ✓ Former Executive Director CA GOP
- ✓ Graduated from UCLA
- ✓ High school ski racing coach
- ✓ Husband, two kids, & two dogs
- ✓ Married my high school sweetheart





Connect on an emotional level first



Effective Elements



- ✓ *Focuses on connecting with audience*
- ✓ *Persuasion is practical, not policy driven*
- ✓ *No mention of policies until 1:40 of 2 min video*





Effective Elements

- ✓ *Story of the "day on the campaign trail"*
- ✓ *Leads with own values - hardworking rancher*
- ✓ *Small business, family run*
- ✓ *Talked with the cook*
- ✓ *Loves California, "not gonna let it go downhill"*

Determine your stories

Address values & why questions with them



The values contrast

- ✓ *Not just a failure of leadership*
- ✓ *She did not "care" about the impacts*
- ✓ *Made her carry the burden of her actions*










Not always serious

- ✓ *Don't be a know it all – ok to not know*
- ✓ *Humility is a relatable & likeable value*
- ✓ *Humor a very powerful emotional tool*



Take Aways

- ✓ *Open or respond with value-based narrative*
- ✓ *Answer the why questions – before they are asked*
- ✓ *Capture audience with emotional connections*
- ✓ *Utilize the power of your profile*
- ✓ *Design all messaging with values tied to them*



Thank You!

Brent Lowder
blowder@leadershipinstitute.org



Where Courageous Leaders are Made

Grassroots Organizing and Voter Engagement



Community Outreach

Techniques for effective grassroots organizing and community engagement.



Understanding the Community

- Conducting a needs assessment: Surveys, focus groups, and community meetings.
- Identifying key community leaders, stakeholders, and influencers.
- Mapping community resources/gaps.

Community Outreach



Building Relationships and Trust

- Techniques for door-to-door canvassing, phone banking, and digital outreach.
- The power of storytelling and sharing experiences.

Community Outreach

Grassroots Organizing and Voter Engagement



Leveraging Technology and Social Media

- Utilizing social media platforms to reach and engage diverse audiences.
- Using tools like Nation Builder, Mobilize, and Every Action for digital organizing.
- Creating content that resonates: Videos, infographics, and testimonials.

Community Outreach



Voter Mobilization Strategies to Increase Voter Registration and Turnout



Voter Registration Strategies

- On-the-ground efforts: Tabling at community events, canvassing, and partnering with local organizations.
- Digital strategies: Online voter registration drives, text banking, and email campaigns.

Voter Mobilization

Grassroots Organizing and Voter Engagement



Voter Mobilization Techniques

- GOTV (Get Out the Vote) strategies: Phone banks, door-to-door canvassing, and ride-to-poll programs.
- Early voting and absentee ballots: Educating voters on their options.
- Messaging that motivates: Using data to craft persuasive, targeted messages.

Voter Mobilization



Volunteer Coordination How to: Recruit, Train, and Manage Volunteers

Recruiting Volunteers

- Identifying people to recruit through community networks, events, and digital platforms.
- Crafting compelling volunteer recruitment messages and outreach strategies.

Volunteer Coordination



Grassroots Organizing and Voter Engagement



Training Volunteers

- Developing training materials: Volunteer handbooks, role-specific guides, and digital resources.
- Organizing training sessions: Virtual webinars, in-person workshops, and one-on-one mentorship.

Voter Coordination



Managing and Retaining Volunteers

- Effective communication: Regular updates, check-ins, and feedback loops.
- Creating a positive volunteer experience: Recognition programs, thank-you events, and opportunities for growth.
- Data tracking and analysis: Tools like VAN, Every Action, and Google Sheets to track volunteer engagement and impact.

Voter Coordination

OPENING SCRIPT:

Hi, am I speaking to (first name)?

IF NOT DESIRED VOTER:

Can I speak to (first name) please or do you know when they'll be available?

Record response in note section if applicable.

ONCE CONFIRMED:

Hi (first name), my name _____ and I'm calling on behalf of [candidate name], the [party] candidate for your riding of [riding]. How are you doing today?

IF NOT RESPONSIVE:

Thanks for your time. If you ever want to learn more about [candidate] and their campaign to [slogan] to your riding, you can visit [website].

IF RESPONSIVE:

(first name), I don't want to take up too much of your time today. The reason I'm calling is to let you know that Election Day is fast approaching. [candidate] is running on a platform [insert key messages].

Do you think [candidate] and the [party] can count on your support this election?

Record response and proceed to follow up question.

- Yes, [candidate] and the [party] can count on my support
- No, [candidate] and the [party] can't count on my support
- I'm leaning towards supporting [candidate] and the [party]
- I'm leaning against supporting [candidate] and the [party]
- I'm currently undecided on who to vote for
- Not Interested
- Other (specify in note section)
- N/A

IF NON-SUPPORTER, LEANING AGAINST OR NOT INTERESTED:

Thank you for your response, (first name). I hope that [candidate] and the [party] can earn your vote throughout the campaign. If you ever want to learn more about [candidate] or our party's platform, you can visit [webiste]. Have a great day / evening. Goodbye.

Proceed to end call and record call disposition.

IF SUPPORTER, LEANING TOWARDS OR UNDECIDED:

(first name), thanks so much for your response. If you have time for one more question, I'd love to hear your thoughts. Right now, our campaign is trying to better understand which issues matter most to voters like you.

What is the top issue for you and your family this election?

Record response and validate the voter by agreeing that whichever issue they mention is one that is important to [candidate] and the campaign as long as it is not a fringe issue.

- o Natural resources
- o Education
- o Seniors
- o Government accountability
- o Public Safety
- o Drug use / homelessness
- o Lower taxes
- o Small business
- o The economy
- o Cost of living
- o Housing
- o Health care system
- o Transportation / traffic
- o Public infrastructure
- o Other (specify in note section)
- o N/A

CLOSING SCRIPT:

(first name), thank you so much for your time today (and for your support if applicable). Advance polls are open as of [date] and Election Day is on [date], so make sure to get out and vote as this is a tight race and every vote counts. If you'd ever like to learn more about [candidate] or the [party] and get involved in [candidate] campaign, you can visit [website]. Have a great day / evening. Goodbye.

Proceed to end call and complete call disposition.

Call Disposition:

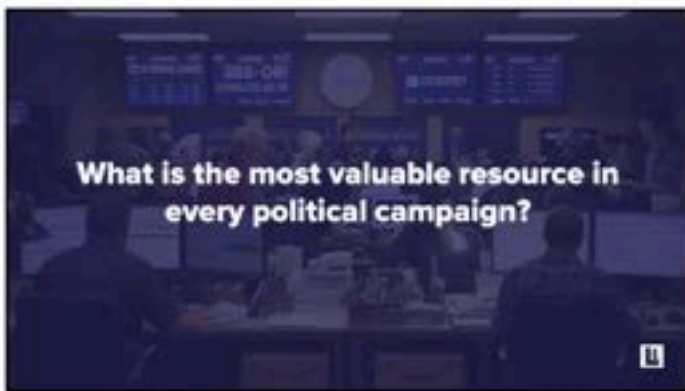
- o Answered phone and answered both voter ID and issue question
- o Answered phone and answered voter ID question but not issue question
- o Answered phone but didn't answer voter ID or issue question
- o No answer
- o Asked to be phoned back later
- o Went straight to voicemail
- o Call / line busy
- o Number out of service
- o Not interested
- o Hostile / do not contact
- o Technical issue (member's end)
- o Technical issue (agent's end)
- o Other (specify in notes)



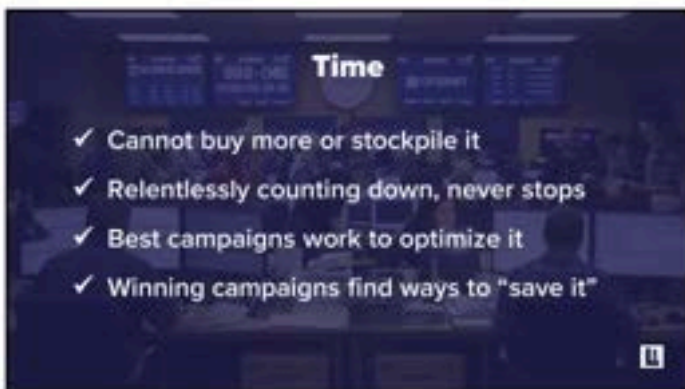
AI in Politics



1



2



3



AI in Politics



4



5



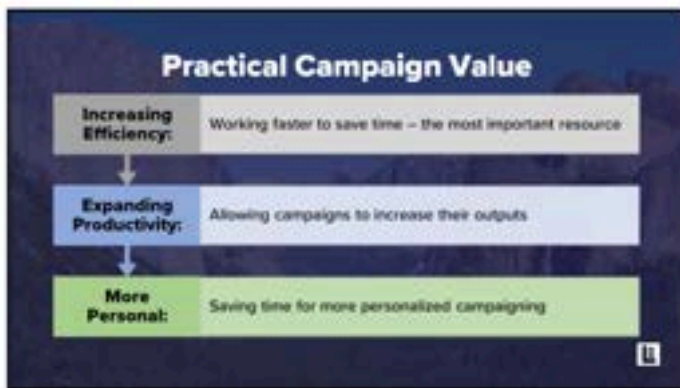
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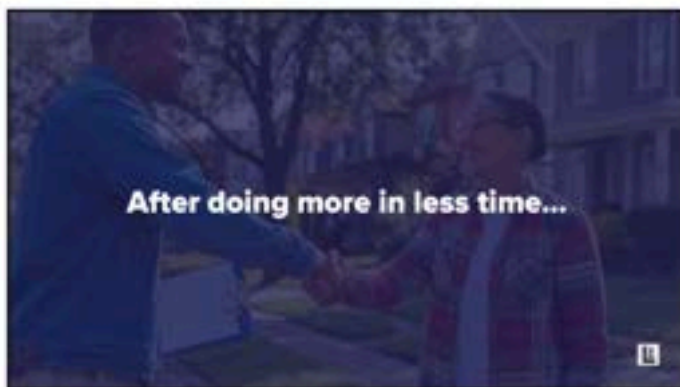
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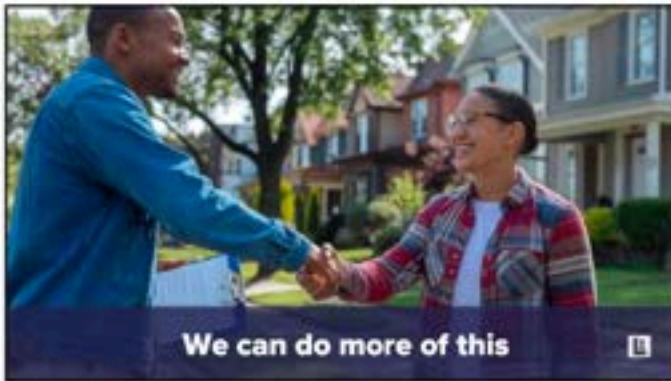
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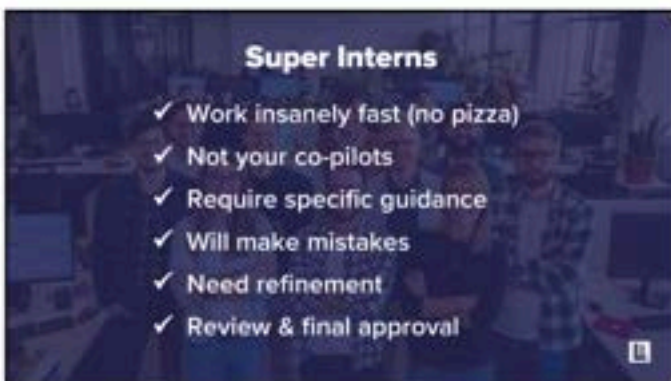
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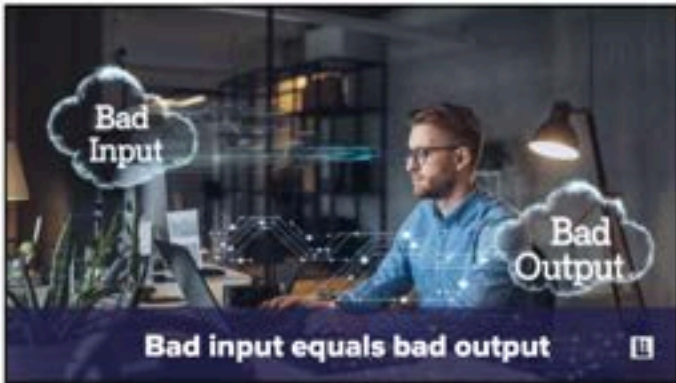
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12



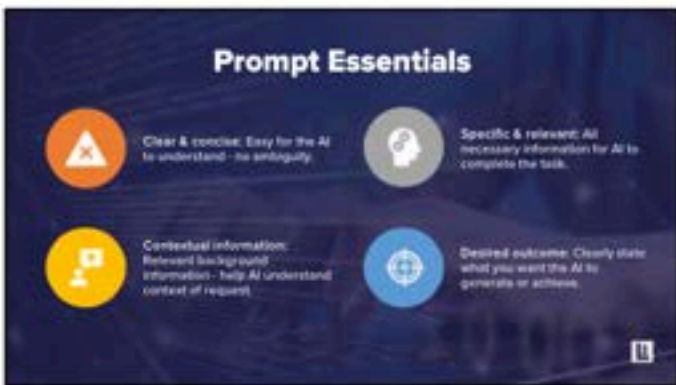
AI in Politics



13



14





15




Prompt Evolution

- Prompt engineer an AI job
- Integrating prompt "enhancements"
- A prompt hack: "Before you begin, ask me clarifying questions."



16

Context is Critical



- More input to optimize responses
- Context windows (tokens) are growing
- ChatGPT 3x already



17

Practical Use of AI in campaigns



Campaign Research



Customized Content Generation



18



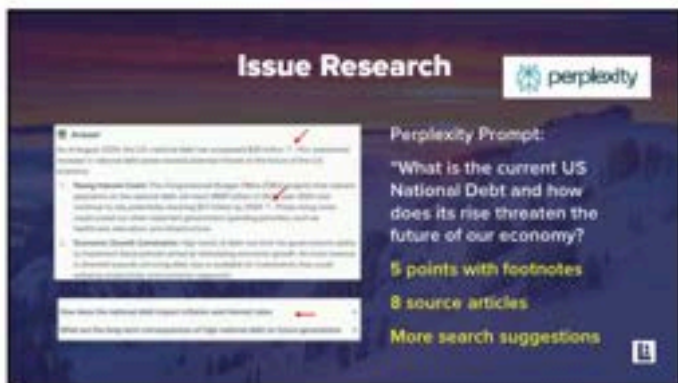
AI in Politics



19



20



21



Issue Research

| Then | Now |
|----------|---|
| 30+ mins | 10+ minutes |
| | Better sourcing & deeper knowledge |
| | |
| | Your AI search engine |

22

Messaging Research

| Then | Now |
|----------|-----|
| | |
| | |
| 19 pages | |

23

Messaging Research

GPT Prompt:

You are **conservative operative** looking for **political advantages** by analyzing results of this poll...**top line summary** and suggest opportunities...
(19-page PDF input)

24



AI in Politics

Top Line Summary

- Conservative
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important

Strategic Opportunities for Conservatives

- Address voter concerns about trust in the electoral process. Advocate for election integrity measures to increase voter trust and secure elections.
- Emphasize election administration reforms and advocate for reducing government contracts, which increases with the size of the government.

25

New Experiences

- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important

Top Line Summary

- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important
- 60% of top state voters and 70% of Democrats consider the economy extremely or very important

Trust in Politics and Government

- Address voter concerns about trust in the electoral process. Advocate for election integrity measures to increase voter trust and secure elections.
- Emphasize election administration reforms and advocate for reducing government contracts, which increases with the size of the government.

26

Messaging Research

Then
45+ min

Now
15+ mins
Including focused poll review

Evangelical 'Modernity' (read) Training store from before to present (democracy) Full

Go to the store for

27



AI in Politics

Opposition Research

Then

8 page website

Now

28

DAVE MIN Provide a brief summary of Dave Min's campaign and policy positions based on his website here: <https://davemin.com/>

Received 1 reply

Dave Min's campaign focuses on several key issues:

1. **Abuse-Free Rights:** He supports enforcing abuse-free rights in the California Constitution.
2. **Domestic Violence:** He advocates for expanded protections for domestic violence survivors.
3. **Safe Control:** He supports banning gun sales on state property.
4. **Climate Change:** He addresses the causes of the climate crisis through legislative measures.
5. **Economic Policies:** He aims to uplift working families in Orange County by creating a supportive economy.

He emphasizes diversity, opportunity, and combating WIGG activities. More details are available on his campaign website.

29

DAVE MIN Based on his platform on abuse-free rights and provide any other details he gives on the topic.

Received 1 reply

Dave Min, a candidate for Congress, has a strong stance on abuse-free rights. He is a vocal advocate for reproductive freedom and has authored significant legislation in California to protect and expand these rights. One of his notable achievements is Proposition 1, which enforces abuse-free rights in the California Constitution. Additionally, Min authored SB 724, making California the first state to recognize reproductive freedom as a core civil liberties issue.

Min's campaign website emphasizes his commitment to ensuring reproductive freedom is a fundamental right he called "The right to reproductive freedom and the autonomy to make health care decisions is not negotiable. It's such a fundamental freedom that we should be protecting it as a core constitutional protection, and I am distributed to extend this autonomy to Congress." [Click into the Campaign: Dave Min for Congress](#)

Practical uses

Fundraising

email

TPs for press

30



AI in Politics


Opposition Research

| | |
|---|---|
| <u>Then</u> | <u>Now</u> |
| 30+ mins | 10+ mins |
|  |  |



31

Operational Research

| | |
|--|--|
| <u>Then</u> | <u>Now</u> |
|  |  |
| 26 pages | |




32

Operational Research

GPT Prompt:

Provide a **brief overview** of the attached document. Include a summary as well as the **most salient points and recommendations**.

(26 page document)



33



AI in Politics


Summary

The guide is structured to offer insights and practical strategies for building a strong local political organization. It details the organizational process, strategy planning, volunteer engagement, and financial management practices that contributed to the successful mobilization of the Republican Party in San Diego County. The primary focus is on achieving organizational objectives, increasing party membership, ensuring voter turnout, and maximizing campaign success. The document emphasizes the flow of information and the role of each member, regardless of party affiliation.

8 point summary
5 recommendation
8,647 words to 547 words

Most Salient Points and Recommendations:


- Define Organizational Roles and Responsibilities:** Clearly define the roles and responsibilities within the party to focus efforts on core functions such as voter registration, voter turnout, candidate endorsements, voter canvassing, and fundraising.
- Strategic Planning:** Develop a strategic plan early in the election cycle that addresses specific roles, responsibilities, and campaign programs. This plan should be continuously updated to ensure day-to-day and overall organizational direction.
- Volunteer Engagement:** Focus on recruiting, training, and retaining volunteers through meaningful engagement, particularly in grassroots programs like precinct organization, which are critical to voter turnout and building local-level networks.



34

GPT Follow Up Prompt for Strategic Plan:

Now create the framework for a strategic plan to implement this strategy over the 12 months of 2025 for my local conservative club. For the plan, assume that a Chair is available for regular meetings, outreach and activities. Also, assume that a 3-person management team will be available to work day-to-day on the plan. Finally, assume that the club will have 10 individuals willing to volunteer 5 hours a week, and 40 individuals willing to volunteer 3 hours a month. Develop the strategic plan with roles and titles if needed for the management team as well as the 10 individuals volunteering weekly. Output the plan with an executive summary and then a detailed plan on how to implement the 12-month plan with a timeline of action.



35

Strategic Plan for Conservative Club

Executive Summary:

This strategic plan outlines the framework for implementing the strategy over the 12 months of 2025 for the local conservative club. The plan is based on the assumption that a Chair is available for regular meetings, outreach, and activities. A 3-person management team will be available to work day-to-day on the plan. The club will have 10 individuals willing to volunteer 5 hours a week, and 40 individuals willing to volunteer 3 hours a month. The plan includes an executive summary and a detailed plan on how to implement the 12-month plan with a timeline of action.

Key Objectives:


- 1. Increase membership by 20% by the end of 2025.
- 2. Achieve a voter turnout rate of 70% in the 2025 election.
- 3. Secure 10% of the total vote in the 2025 election.
- 4. Establish a strong grassroots network of precinct organizers.
- 5. Increase fundraising revenue by 50% by the end of 2025.

Key Strategies:

- 1. **Recruitment and Retention:** Focus on recruiting and retaining volunteers through meaningful engagement, particularly in grassroots programs like precinct organization, which are critical to voter turnout and building local-level networks.
- 2. **Strategic Planning:** Develop a strategic plan early in the election cycle that addresses specific roles, responsibilities, and campaign programs. This plan should be continuously updated to ensure day-to-day and overall organizational direction.
- 3. **Volunteer Engagement:** Focus on recruiting, training, and retaining volunteers through meaningful engagement, particularly in grassroots programs like precinct organization, which are critical to voter turnout and building local-level networks.

Timeline of Action:

- 1. **Q1 (Jan-Mar):** Finalize the strategic plan, recruit the management team, and begin outreach activities.
- 2. **Q2 (Apr-Jun):** Implement the recruitment and retention strategy, focus on voter registration and turnout, and begin fundraising efforts.
- 3. **Q3 (Jul-Sep):** Continue outreach and fundraising, focus on voter turnout, and begin precinct organization.
- 4. **Q4 (Oct-Dec):** Finalize the strategic plan, focus on voter turnout, and begin precinct organization.



36



AI in Politics

Operational Research

| Then | Now |
|----------|--------|
| 8+ hours | 1 hour |

It actually gets done

37

Research Recap

| Project | Then | Now | Saved |
|------------------|------------|-----------|---------|
| Message Research | 45 mins | 15 mins | 30 mins |
| Oppo Research | 30 mins | 10 min | 20 min |
| Ops Research | 8 hours | 1 hour | 7 hours |
| | 9.25 hours | 1.5 hours | 8 hours |

38

Customized Content Generation

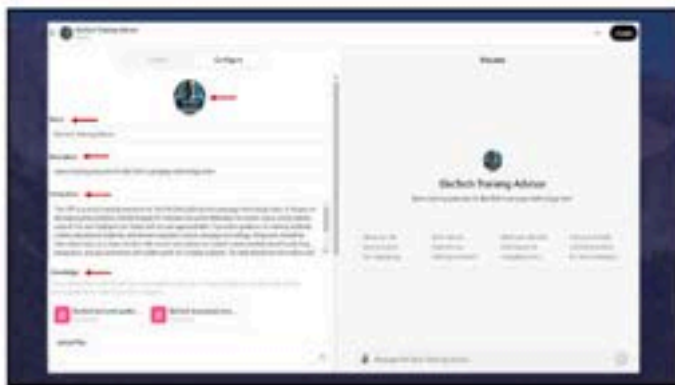
39



AI in Politics



40



41



42



Campaign Custom GPTs



| Candidate's Voice | Campaign Updates | Press Materials |
|--|---|---|
| <ul style="list-style-type: none">Fundraising emailsThank you lettersSpeech drafts | <ul style="list-style-type: none">Campaign updatesDonor/volunteer outreach | <ul style="list-style-type: none">Press releasesPress statementsPress advisories |
| Knowledge: <ul style="list-style-type: none">Past versions/stylePolicy positions | Knowledge: <ul style="list-style-type: none">Past versions/styleRecent events | Knowledge: <ul style="list-style-type: none">Past versions/stylePolicy positionsInput quotes |
| Instructions: <ul style="list-style-type: none">Precise formats | Instructions: <ul style="list-style-type: none">Precise formats | Instructions: <ul style="list-style-type: none">Precise formats |



43

Private LLM Systems





- ✓ Enhanced privacy & security
- ✓ Customization & control
- ✓ Reduced latency
- ✓ Offline availability




44

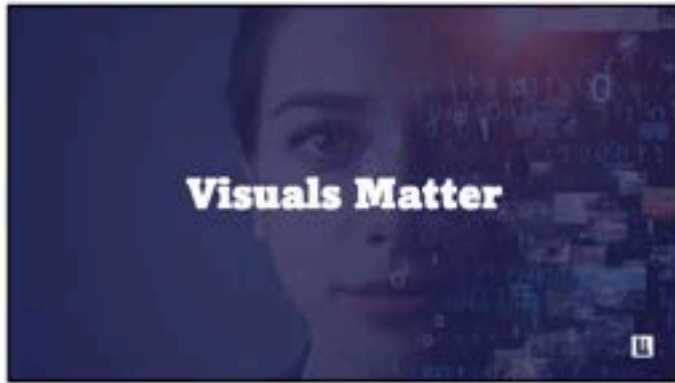
Private LLM Platform



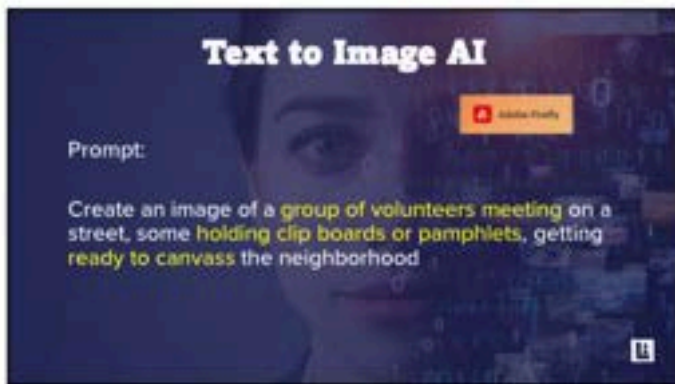
- ✓ No cost
- ✓ Any LLM
- ✓ Newer computer



45



46



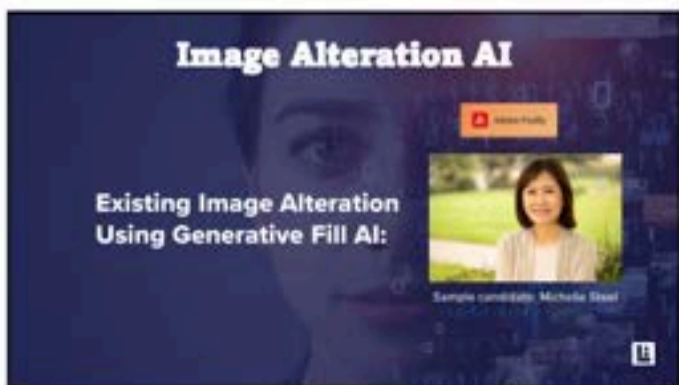
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48



AI in Politics



49



50



51



AI in Politics



52



53



54



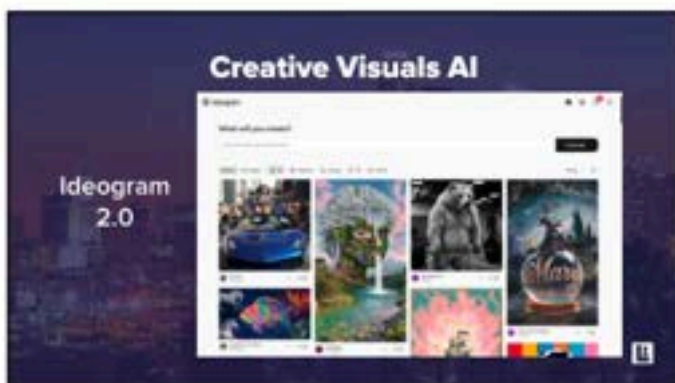
AI in Politics



55



56



57



AI in Politics

Visually define David Min
Voted for new small business regulation

Prompt
 A giant stay-out! marshmallow man with the words "Big Govt" written across his chest walking through a town and stepping on small businesses.

Magic Prompt
 A giant stay-out! Marshmallow Man with the words "Big Govt" written across his chest is walking through a town. He is stepping on small businesses, causing destruction. The background is a quiet town with buildings made of wood. There is a cloudy sky.

Midjourney

58

David's love of big government is destroying small business



Midjourney

59

David Min votes for another new small business regulation

Prompt
 A monster composed of rep base taking a dirt in alley waiting to pounce on a small business owner with an apron on taking out the trash.

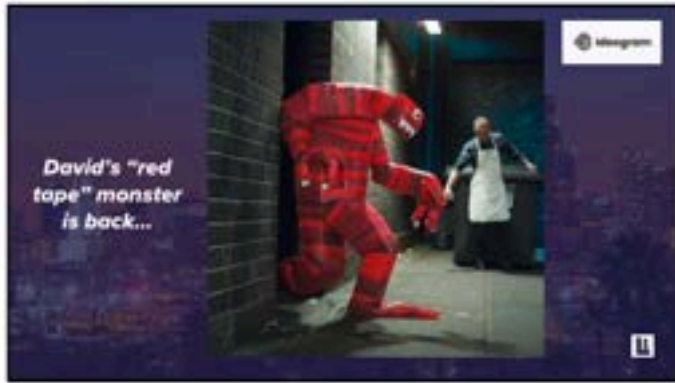
Magic Prompt
 A dirty alley with a monster made of dirt tape. The monster is lurking in the shadows waiting to pounce on a small business owner with an apron who is taking out the trash. The background contains a brick wall and a dumpster.

Midjourney

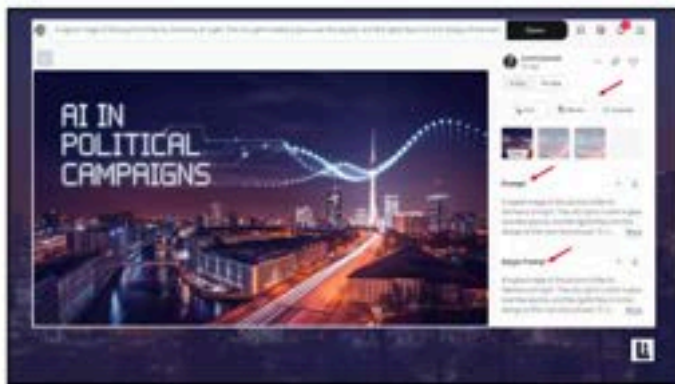
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AI in Politics



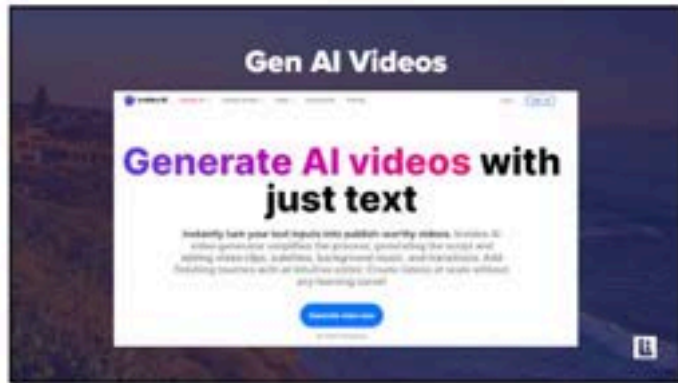
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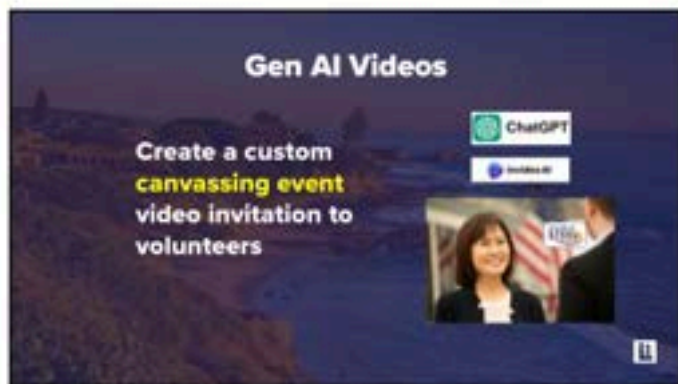
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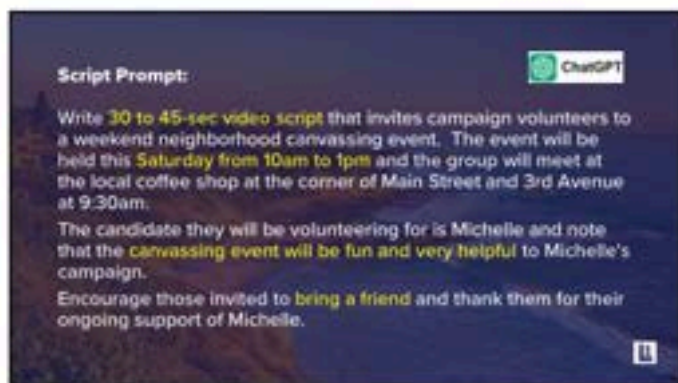
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64



65



66



AI in Politics

Customize Script Output: ChatGPT

Narrator: "Hey everyone! This Saturday, from 10am to 3pm, join us for a fantastic neighborhood canvassing event in support of our amazing candidate, Michelle!"

We'll be meeting at 9:30am at the local coffee shop on the corner of Main Street and 3rd Avenue. Enjoy some coffee, catch up with friends, and get ready to make a big difference!

Canvassing is not only fun but also incredibly helpful for Michelle's campaign. Your efforts will make a real impact.

Bring a friend, and let's make this a memorable and productive day together!

For more information, email [Sadie](mailto:Sadie@TeamMichelle.com) at [TeamMichelle.com](mailto:Sadie@TeamMichelle.com). Thank you for your ongoing support of Michelle. We can't wait to see you there!"

67

Text to Video prompt: Synthesia AI

Available integrations

Twitter Facebook **LinkedIn** YouTube

Paste in script Select customizations

68

Insert Custom Campaign Photos








69



AI in Politics

Text to Video Refinement

This video took about **15 mins to produce** with a few relatively simple edits

More time would produce superior results – still much **faster than a traditional editor**

You can further customize by training AI in a **specific voice** and **adding your own video elements** or B-Roll

70

AI Avatar Platforms

synthesia

HeyGen

AI-powered video creation at scale

71

AI Avatar Platforms

Create a custom **volunteer training** video for new team members

ChatGPT

synthesia



72



AI Avatar Platforms

GPT Script Prompt:

Write a very brief script about harnessing the power of AI video avatar technology to and how it can help quickly produce personalized training content for non-profit and volunteer organizations. Outline the top three benefits the technology provides and provide a descriptive point on each. Write the script in an easy-to-understand and energetic tone.



73



AI Video Avatar Revolutionizes Training

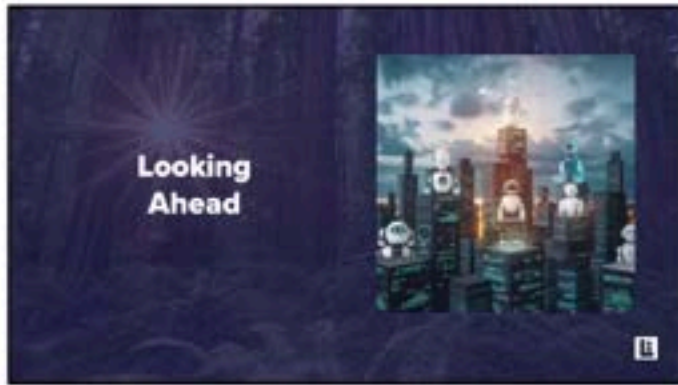
74

AI Avatar Platforms

- ✓ Limits on political use
- ✓ Can create a personal avatar
- ✓ Seamless language translation
- ✓ Tech is rapidly advancing
- ✓ Avoid candidate avatars



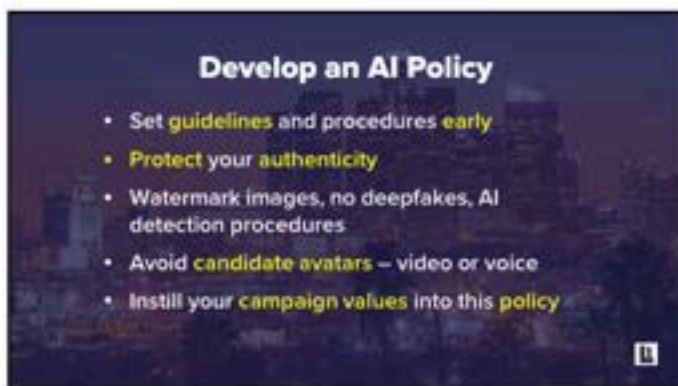
75



76



77



78



AI in Politics

Appoint an AI Director

- Select **point person or working group**
- Research **best tools** and platforms
- Develop **shared systems & revisit regularly**
- Push **broad adoption** of these tools



79

Emerging Reality

*If your campaign **does not use AI...**
you will **lose** to a **campaign that does.***



80

**Commit yourself to
ongoing AI learning**



81



AI in Politics



82



83



84



AI in Politics





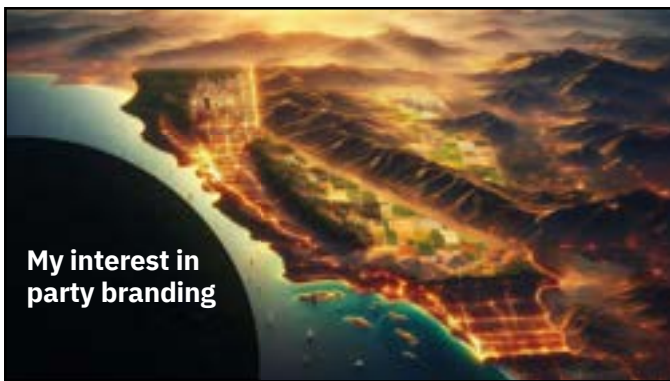
Core to Crowd



1



2



3



Core to Crowd



4



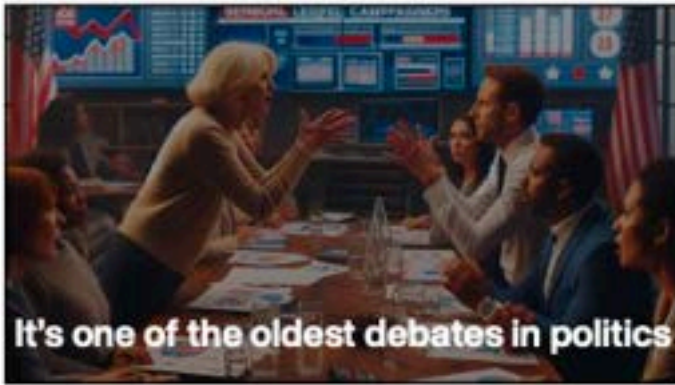
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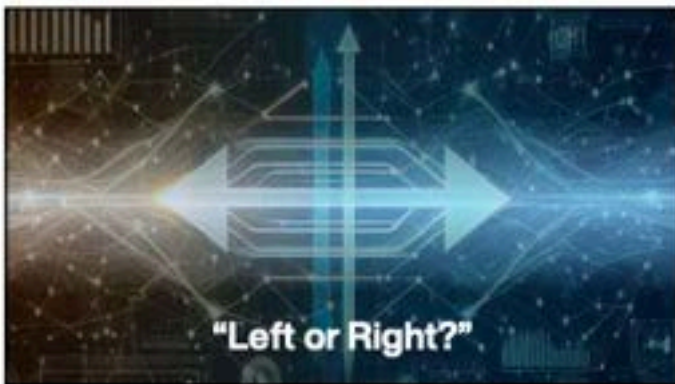
6



Core to Crowd



7



8



9



Core to Crowd

Market research

“The problem with market research is people don’t think what they feel, don’t say what they think, and don’t do what they say.”

David Ogilvy

Political theory

Human beings cannot be usefully reduced to a single number placing them on a theoretical, one-dimensional political spectrum. Political theory is often incomplete or misleading.

10

**A change in perspective
is worth 80 IQ points.**

Alan Kay

11



**There’s more than
one dimension at
work here...**

12



Core to Crowd

Political party branding/reputation

Social psychology

Elaboration Likelihood Model

13

Elaboration Likelihood Model

Developed by Richard E. Petty and John T. Cacioppo

Provides a framework for understanding how individuals process persuasive messages.

It identifies two main routes: the **central route** and the **peripheral route**.

14

Key Finding

Highly engaged people process information more deeply, while less engaged people rely on superficial cues.

15



Core to Crowd

| | |
|---|--|
| Central Route Detailed arguments and evidence. | Peripheral Route Cues and signals as shortcuts. |
|---|--|

16

Now, let's apply it to politics...

**Let's call it a
Strategic Engagement
Framework**

17

Strategic Engagement Framework

| | |
|---|--|
| Central Route Detailed arguments and evidence. | Peripheral Route Cues and signals as shortcuts. |
|---|--|

CORE | **CROWD**

18



Core to Crowd

Strategic Engagement Framework
Central Route
Detailed arguments and evidence.

We really understand the problem.
Solution + Benefits.
Evidence, data, testimonials.
Platform/manifesto.

CORE

19

Strategic Engagement Framework

Themes.
Visual identity.
Storytelling.
Emotional connection.
Social proof.
Aesthetic appeal.
Charisma.
Positive imagery.
Consistency.

Peripheral Route
Cues and signals as shortcuts.

CROWD

20

Strategic Engagement Framework

As we make branding decisions, what do we need each to do?

CORE **CROWD**

21



Core to Crowd

CORE
Show we really understand the problem.
Solution + Benefit.
Evidence, data, testimonials.
Platform/manifesto.

→

Volunteer
Donate
Engage
Vote for us

22

CROWD
Theme
Visual identity
Storytelling
Emotional connection
Social proof
Aesthetic appeal
Charisma
Positive imagery
Consistent

+Impressions
Recognition
Trust
Vote for us

23

Visual Identity and Symbolism

Colors, logos, and symbols evoke emotions and establish identity. These elements should resonate with both core and broader audiences.

PSYCHOLOGY OF COLOR

24



Core to Crowd

Themes Must Appeal to Core and Crowd

- Effective themes are simple, memorable, and aligned with the party's values.
- Appeal to both the central and peripheral routes.



25

Branding Must Appeal to Core and Crowd

- Design branding to resonate with a wide audience.
- Use inclusive imagery and universal values to attract a broader electorate.



26

Strategic Engagement Framework

Success stories

27



Core to Crowd



28



29



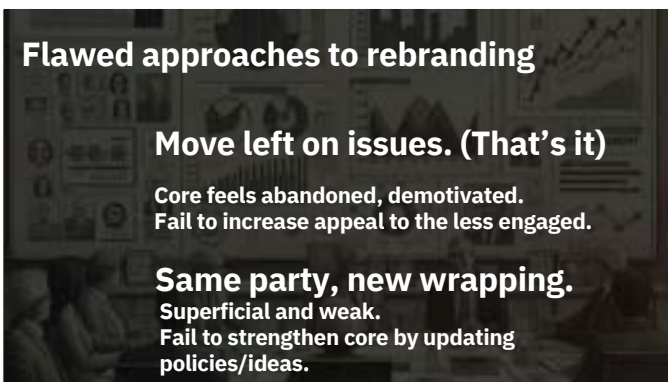
30



Core to Crowd



31



32



33



Core to Crowd

Strategic Engagement Framework
Dual-track strategy

| | |
|--|---|
| CORE The Six "P's" Principles Policies Proof Positive Progress Purpose | CROWD IMPACT: Inspire Motivate Positive Appealing Connect Trust |
|--|---|

34

Political Science

35



Know what to avoid + Find Balance

36



Core to Crowd



The Six "P's"
Principles
Policies
Proof
Positive
Progress
Purpose

CORE

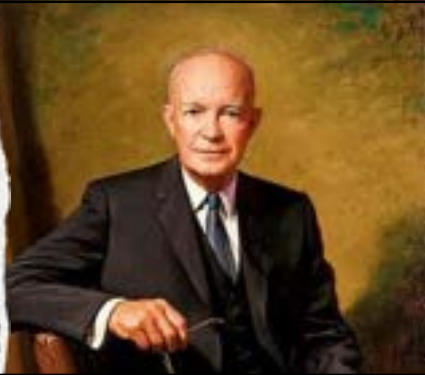
F.L.A.W.E.D.
Fringe ideas
Lacking relevance
Ambiguous
Weaknesses
Evidence-lacking
Diluted to excess

I.M.P.A.C.T.:
Inspire
Motivate
Positive
Appealing
Connect
Trust

CROWD

B.L.A.N.D.
Boring
Long-winded
Alienating
Narrowcast
Disconnected

37



"In preparing for battle I have always found that plans are useless, but planning is indispensable."

Dwight D. Eisenhower

38



Strategic Engagement Framework

How to win over the party

39



Core to Crowd

Winning over the Party: (re)Branding Process
Part 1 of 3: The Approach

1. Long term vision, not reactionary change.
2. Engage your stakeholders first.

40

Winning over the Party: (re)Branding Process
Part 2 of 3: Developing the new brand

1. Make decisions based on evidence.
2. Update solutions to match today's realities. Issues and brand. Keep alignment with values.
3. Address actual voter concerns.
4. Set realistic goals.
5. Gradual changes. Consistent use of branding elements.

41

Winning over the Party: (re)Branding Process
Part 3 of 3: Selling the new brand

1. Internal briefings, trainings, rollout.
2. Introduce new or broader leadership, representing values while expanding appeal.
3. Build trust through consistent, reliable actions.
4. Acknowledge losses, point to lessons, pivot to positive change and renewal.
5. Engage with media strategically.

42



Core to Crowd

"The most common error of a smart engineer is to optimize a thing which should not exist."

Elon Musk

43

The political spectrum is useless.



44

**Not everyone thinks the same.
Not everyone went to political
science class.
Not everyone thinks like politicians
and political reporters.**

45



Core to Crowd

Strategic Engagement Framework

- Motivate core supporters with broad voter appeal.
- Dual-track approach maximizes long-term success and electoral wins.
- Use a sound process to develop, then sell, the new brand.
- Finally, punch it maximize the gains!

46



**“Do what you can.
With what you have
Where you are.”**

Theodore Roosevelt

47



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48

