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Draw a half-circle, divided into wedges. Place those who most support your campaign on the left side of the spectrum; Use your maps and sticky papers, placing each target and stakeholder in a wedge according to their level of support for... Active allies: supportive and motivated to achieve your ...

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Bringing to bear both academic and professional experience, they cover all aspects of present-day political campaigns from understanding the context of a particular campaign (national trends, the media market, demographic research, etc.) to strategic thinking (developing an overall theme and strategy), and to specific voter contact techniques (the tactical use of fundraising, paid media, free media—including the Internet—and get-out-the-vote drives).

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In practice, however, the terms "tactics" and "techniques" are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

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How to Raise Money for Political Office will teach you how to gain a significant financial advantage over your opponent by letting you in on the secrets most paid political consultants don't want you to know. Developing a campaign narrative, budgeting, prospecting for donors, building a finance committee, and organizing your campaign office are all crucial to your success. Learn how to build a war chest with outstanding events, compelling letters, and engaging online fundraising. It's all inside.

An energetic assessment of how a team of academics, statisticians and strategists are reshaping today's political campaigns explores war room strategies based in behavioral psychology and randomized experiments, offering insight into the campaigns currently being run such political figures as Barack Obama, Rick Perry and Mitt Romney.

Get what you want, every time! Imagine a world where you are offered every job you seek; every business venture you undertake is successful; and every potential customer you approach buys your product. Now imagine that all of this can be achieved—ethically and honestly. All you need is the help of one battle-tested guide, *The Influence Game*. Former Washington, D.C. lobbyist Stephanie Vance dispenses everything she's learned about effective (and, believe it or not, honest) persuasion. Learn how to apply this power to any situation by using D.C. insider influence strategies and applying step-by-step, easy-to-understand process for success. Learn how to develop and articulate effective goals Structure both long and short-term persuasion efforts Identify and research primary and secondary audiences Crafting those all important personal stories Stephanie Vance has seen the influence game from every angle. Follow her lead to get past being heard to the real goal of being agreed with.

The first edition of *Get Out the Vote!* broke ground by introducing a new scientific approach to the challenge of voter mobilization and profoundly influenced how campaigns operate. In this expanded and updated edition, the authors incorporate data from more than one hundred new studies, which shed new light on the cost-effectiveness and efficiency of various campaign tactics, including door-to-door canvassing, e-mail, direct mail, and telephone calls. Two new chapters focus on the effectiveness of mass media campaigns and events such as candidate forums and Election Day festivals. Available in time for the core of the 2008 presidential campaign, this practical guide on voter mobilization is sure to be an important resource for consultants, candidates, and grassroots organizations. Praise for the first edition: "Donald P. Green and Alan S. Gerber have studied turnout for years. Their findings, based on dozens of controlled experiments done as part of actual campaigns, are summarized in a slim and readable new book called 'Get Out the Vote!', which is bound to become a bible for politicians and activists of all stripes."—Alan B. Kreuger, in the *New York Times* "Get Out the Vote!" shatters conventional wisdom about GOTV."—Hal Malchow in *Campaigns & Elections* "Green and Gerber's recent book represents important innovations in the study of turnout."—*Political Science Review* "Green and Gerber have provided a valuable resource for grassroots campaigns across the spectrum."—*National Journal*

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