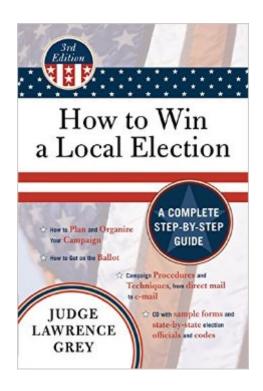
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How To Win A Local Election





Synopsis

More of a "must-do" book than a "how-to" book, How to Win a Local Election guides readers through the campaign process detailing what they need to accomplish along the way in order to be victorious. Here you will find information on planning and organizing a campaign; how to run as an independent candidate; the various roles of people in your compaign; campaign procedures and techniques; and how to use computers, the internet, and emails to both manipulate and disseminate data. The book also offers useful advice on issues from financial reporting to developing a campaign theme and strategy, how to win "one precinct at a time," and even offers tips on such fundamental tasks as the creation and placement of yardsigns and billboards. New to the third edition is a CD containing forms and data that will be the "starter kit" for your campaign: as sample campaign plan; and initial planning worksheet; a week-by-week campaign planning form; a nominating petition worksheet; a sample volunteer card; a directory of state elections officers and state codes; and instructions on how to work with databases.

Book Information

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Average Customer Review: 4.5 out of 5 stars Â See all reviews (21 customer reviews)

Best Sellers Rank: #138,655 in Books (See Top 100 in Books) #13 in Books > Politics & Social

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Sciences > Politics & Government > Elections & Political Process > Elections

Customer Reviews

This nuts-and-bolts, do-it-yourself guide to running for and winning one of the nations's more than 500,000 local offices. . . spells out the details of planning and organizing a campaign. . . [and] making effective use of basic campaign procedures and techniques. (Booklist)

Lawrence Grey is a retired judge who served on the Ohio Court of Appeals. He lives in Lexington, Ohio.

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