Ebook Directory
the best source of ebook

The book was found

The Campaign Manager: Running And Winning Local Elections (Campaign Manager: Running & Winning Local Elections)



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Featuring invaluable insight from an expert author, The Campaign Manager offers the most comprehensive guide for organizing, funding, publicizing, and winning local political campaigns. Author Catherine Shaw draws on experience from her three terms as mayor of Ashland, Oregon, and dozens of campaigns to provide practical, proven advice, and her field-tested methods carry candidates through the entire process. The fourth edition offers expanded coverage of key concepts—including targeting voters, evaluating media effectiveness, setting fundraising budgets, using and developing Internet resources, and organizing get-out-the-vote efforts—and a new appendix with a step-by-step guide to precinct analysis. Other useful resources include the latest census data reflecting voting and voter shifts over the past six years; and current information on initiative, referendum, and recall requirements. Brimming with clear, concise wisdom, The Campaign Manager is the best way to kick-start a local campaign.

Book Information

Series: Campaign Manager: Running & Winning Local Elections

Paperback: 448 pages

Publisher: Westview Press; 4 edition (December 22, 2009)

Language: English

ISBN-10: 0813344514

ISBN-13: 978-0813344515

Product Dimensions: 6 x 1 x 8.9 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.6 out of 5 stars 37 customer reviews

Best Sellers Rank: #134,797 in Books (See Top 100 in Books) #34 inÃ Â Books > Politics & Social Sciences > Politics & Government > United States > Local #206 inÃ Â Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections #280 inÃ Â Books > Politics & Social Sciences > Politics & Government > Specific Topics > Civics & Citizenship

Customer Reviews

Ã¢â ¬Å“With the experience of serving as a mayor and a chief of staff in the Oregon Legislature, Shaw Ã¢â ¬Â¦ presents a solid, comprehensive approach to managing local campaignÃ¢â ¬â •from observing the Ã¢â ¬Å“ten commandments of campaigningÃ¢â ¬Â• to avoiding the Ã¢â ¬Å“cardinal sinsÃ¢â ¬Â• of electioneering. Written in as easily comprehensive and systematic approach, ShawÃ¢â ¬â„¢s book gives the reader the vital tools and components to not just strategize but also

implement a modern local campaign.Ã¢â ¬Â• Ã¢â ¬â œChoice Ã Â Ã¢â ¬Å“The fourth edition of The Campaign Manager still has the useful designs and tools youÃ¢â ¬â„¢ll use every day and enough conceptual guidelines and background to help you invent your own systems when something unpredictable happens. But the elaboration of author Cathy ShawÃ¢â ¬â„¢s methods for Precinct Analysis, new to this edition, are the crown jewel. Her rigorous model will help you or your staff deliver more actionable and sophisticated planning than most of the hundred-million dollar Presidential campaigns of the last three decades . . . and for a lot less money. No matter how new you are to the game, Shaw will make you smarter. And no matter how experienced you are at it, there are original insights and tools that will build up your effectiveness.Ã¢â ¬Â• Ã¢â ¬â •Jeff Angus, Management consultant and author of Management by Baseball; former Washington state elections committee chair for the Citizens PartyÃ Â Praise for Previous EditionsÃ Â Ã¢â ¬Å“Practical, witty, and fact-packed, this is the Bible of campaign management.Ã¢â ¬Â• Ã¢â ¬â •Les AuCoin, Former nine-term U.S. Congressman, OregonÃ Â Ã¢â ¬Å“This is an important book for anyone interested in modern campaign management. Candidates, party activists, seasoned professionals, and budding consultants will all find wisdom in ShawÃ¢â ¬â„¢s pages. In fact, I canÃ¢â ¬â„¢t imagine anyone heading into the campaign trenches without a copy of The Campaign Manager!Ã¢â ¬Â• Ã¢â ¬â •Daniel M. Shea, Director, Center for Political Participation at Allegheny CollegeÃ Â Ã¢â ¬Å“Based on twenty years of experience, ShawÃ¢â ¬â„¢s Campaign Manager is quite simply the best organizational tool for anyone seeking political office or working on an issue-based campaign.Ã¢â ¬Â• Ã Â Ã¢â ¬â •Mara Liasson, National Political Correspondent, NPRÃ Â Ã¢â ¬Å“Catherine M. ShawÃ¢â ¬â„¢s The Campaign Manager is a comprehensive guide to all aspects of modern campaigns, from strategy to understanding voter contact techniques, to fundraising, paid and earned media, to get-out-the-vote-drives, and other important topics. It gives easy-to-follow practical advice for candidates and campaigners from someone who has held office and who has run many successful elections and issue campaigns. It outlines what is needed to win elections at the local, state and national level.Ã¢â ¬Â• Ã¢â ¬â •James A. Thurber, Distinguished Professor and Director, Center for Congressional and Presidential Studies, American UniversityÃ Â

Catherine Shaw served twelve years (three terms) as Mayor of Ashland, Oregon, and is currently the Chief of Staff for Oregon State Representative Dr. Alan Bates. She has nearly two decades of campaign management experience and has taught campaign courses at Yale University, the University of California, and Southern Oregon University.

I have been following local and national elections for about a decade now but never quite understood the whole process of a political campaign. This book by Catherine Shaw gives an in depth look at what it takes to win an election. This is not a book on practical politics or strategy, but it’s a very interesting read on campaigns. Catherine has briefly covered broad range of topics on ground work that’s required for any political campaign, like data analysis on people who vote, samples on ads/news letters, sample excel sheet formats, how to present yourself or candidate, how to deal with media, must have’s and better to avoid etc., it is a very good book that will come in handy for anybody who is interested in participating in a political campaign.

Excellent resource for people with no experience running for even the most minor office.

This book will definitely give you a classic look on how to campaign for local elections. Shaw has a large background regarding low budget campaigns and gives clear and concise explanations on how to approach the task.However, this book will not give you an updated look on campaign management, since it lacks the new social media and internet trending topics everyone uses.Still, if you want an old school "how to" book about politics, this is certainly a good option.

This will give you solid advice on how to organize your campaign timeline, canvass door to door, organize your volunteers, hold events, and figure out your priority districts from the historical voting results. However, it contains nothing about the new world of the internet. Not the book or author’s fault - it’s just an old book - but there is nothing on websites, email campaigns, or social media campaigns. Still, what is contained in this book is really valuable information. Even if you find a more updated book about running election campaigns using social media, I’d still recommend this book for all the other items I listed.

What an excellent book! I am running a local campaign for a family member and have bought three different books from . While all three have great ideas and offer substance, I would take this one hands down if I could only have one.The specific information on precinct and voter analysis are well worth the price of the book alone.

This book is a MUST BUY. I am an elected official and this book on top of providing me with smart and alternative tips on how to run a successful local campaign, gave me the motivation to think out

of the box.Thanks a lot Catherine for sharing your amazing analytical insight and field experience.Regards,Attilio Di Mattia

Having worked on more campaigns than I can remember, there is no better, more useful, comprehensive and effective beginners guide to running a political campaign than this. This is the one that you will use and remember.

Good book in general, geared towards very small town/city candidate run campaigns, rather than county/state level work.

Download to continue reading...

The Campaign Manager: Running and Winning Local Elections (Campaign Manager: Running & Winning Local Elections) Crowdfunding: How to create and launch an EPIC campaign How to raise money by running an amazing online campaign Hack your way to crowdfunding success with a top secret The Political Campaign Desk Reference: A Guide for Campaign Managers, Professionals and Candidates Running for Office Plutocrats United: Campaign Money, the Supreme Court, and the Distortion of American Elections Special Interests: From Lobbyists to Campaign Funding (Inside Elections) Running for Office: The Strategies, Techniques and Messages Modern Political Candidates Need to Win Elections My Running Journal: Bubble Man Running, 6 x 9, 52 Week Running Log Liberal for Conservative Reasons: How to Stop Being Obnoxious and Start Winning Elections Winning Elections in the 21st Century Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) Blackjack Strategy: Winning at Blackjack:Tips and Strategies for Winning and Dominating at the Casino (Blackjack, Counting Cards, Blackjack Winning, Good at Blackjack, Black Jack, Card Counting) Winning Lacrosse for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Winning Softball for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Winning Basketball for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Smart Sales Manager: The Ultimate Playbook for Building and Running a High-Performance Inside Sales Team BUENOS AIRES Travel Guide. What To Know Before You Go: The uncommon guidebook and insider tips for Buenos Aires, Argentina. Know Like a Local. Go Like a Local. Live Like a Local. The Maryland Campaign of September 1862: Volume III: The Battle of Shepherdstown and the End of the Campaign: 3 Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, 5th Edition British & Irish Campaign Medals - Volume 2: 1899 to 2009 (British &

Irish/Empire Campaign Medals)

Contact Us

DMCA

Privacy

FAQ & Help