

How to Campaign



Cornell University Splash! Fall 2021
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Welcome!

A bit about me:

- **Freshman at Cornell studying healthcare policy**
- **Worked on variety of political campaigns**
- **Ran and won a couple of elected positions**

What You'll Learn Today:

- **Identifying personal goals**
- **Creating a personal brand**
- **Building comfort in talking and advertising self**
- **Gain understanding around campaigning strategies**

A Couple of Notes...

- **Participation is encouraged: make the most out of this learning experience!**
- **Examples used are inherently political, but this is not a political discussion class.**
 - **No inflammatory comments**

**Step 1: Choose to
Run for Office**

What Can You Run For?

- U.S. President, Senate, House
- NY State Senate, Assembly
- Tompkins County Legislator
- City of Ithaca Mayor, Alderpersons

But also...

- Class President? Class Representative?
- Student Council Officers?
- Club Leadership?

Now you try!

Congratulations! You've finally filed your candidacy to be the next Supreme Overlord of the Universe! Good luck with your campaign!

Step 2: Define Who You Are

Ask Yourself Some Questions...

- Why are you running for the position?
 - What do you want your voters to know about you?
 - What makes you different from other candidates?
- What problems do you currently see?
 - Why are these problems important to you?
 - Why should these problems be important to your voters?
- How do you want to solve these problems?
 - What specific actions can be taken?
 - Why are you the best candidate to take these actions?

Case Study: Biden 2020 (D)

Why did Biden run?
What problems did Biden see?
How does Biden want
to solve these problems?

Possible answers include:

- To defeat the incumbent, President Trump (R)
 - To address social, economic, and political issues
 - “Build America Back Better”
 - Address COVID-19 policies
 - Improve public health
 - And many more!
-

Now you try!

Why are you running?

What are some problems you see?

What solutions do you have?

Step 3: Plan Your Strategy

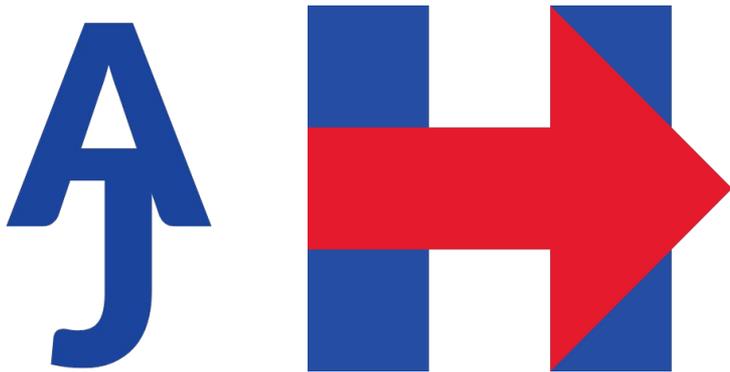
Strategic Design: Your Brand

- How do you want to present yourself?
 - How do you want voters to view you as a person?
 - How can you market yourself to your voters?
- Think of yourself as a company, and you're the PR manager:
 - What's your logo?
 - What's your tagline?
- Make a brand that represents YOU!

BIDEN
HARRIS



Logos:



What are some things you notice?

Build Back Better

Promises Made, Promises Kept

Make America Great Again

No More Malarkey

Taglines:

With the Right Juan, We Can!

A StuCo for Real Change

I'm With Her

What makes a tagline effective?

Now you try!

**Come up with a logo or tagline
that represents you for your
Supreme Overlord candidacy!**

Step 4: Talk About Yourself

The Elevator Pitch

- Keep it short
 - An elevator pitch should be no more than 30-60 seconds: remember, you're in an elevator
- Keep it simple
 - Since it's short, you can only cover so much.

Things to talk about:

- Introduction: “Hi, my name is _____ and I’m running for _____.”
- Background: “I’m a freshman here at Cornell studying healthcare policy.”
- The “Why” (Why are you running?)
- The “What” (What problems do you see?)
- The “How” (How do you want to solve these problems)
- Conclusion: “If you have any further questions...thank you for your time!”

Now you try!

Create a 30-60 second elevator pitch as to why you should be the next Supreme Overlord!

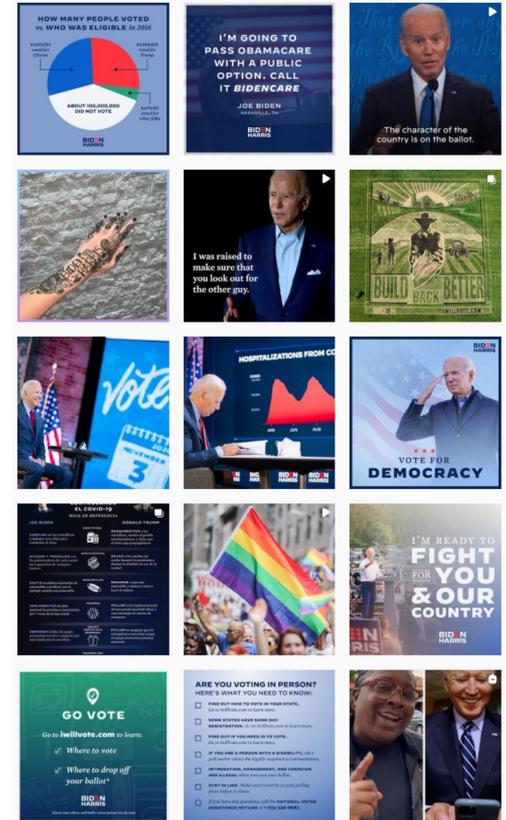
**Step 5: Spread
the Word**

Advertise Yourself!

- Digital Media
 - Graphics (canva.com, imgflip.com, Adobe Photoshop, Adobe Spark)
 - Video Editing (kapwing.com, Adobe Premiere Rush, iMovie)
 - Present your branding: be consistent (remember your logo and tagline?)
- Social Media
 - Instagram, Snapchat, Text Messaging
 - Be creative: make a variety of content (graphics, videos, memes???)
- Canvassing
 - Talking to people!
 - Presenting your elevator pitch, but also knowing how to delve deeper
 - Sell yourself!



Social Media:



What makes social media effective?

Step 6: Learn From the Results

Whether You Won or Lost...

- What did you like best about your strategy?
- What did you dislike most about your strategy?
- How could you have improved your campaign?

Thank You!



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Thank You!



Questions?