

Gov Trek – Campaigning 101 Voter Outreach Template

Describe your voter demographics

Describe your volunteer recruitment plan

Identify your district map and how you plan to canvass the voters to encourage them to vote for your candidate.

What is the messaging for your volunteers to share with prospective voters to convince them to vote for your candidate?

What outreach strategies and methods will you use to engage prospective voters in the campaign and get them to the polls?

Discuss your timeline to implement the strategies outlined above to engage voters until election day. Be specific. Thank your audience.