



How to Win a Local Election: A Complete Step-by-Step Guide (3rd Revised edition)

By Lawrence Grey

Rowman & Littlefield. Mixed media product. Book Condition: new. BRAND NEW, How to Win a Local Election: A Complete Step-by-Step Guide (3rd Revised edition), Lawrence Grey, 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 campaign; 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;...



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Reviews

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-- **Miss Celia Volkman**

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