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# The Campaign Manager: Running And Winning Local Elections



## Synopsis

Successful campaign manager and three-time mayor of Ashland, Oregon, Catherine Shaw presents a clear and concise, must-have handbook for navigating local campaigns. This handbook gives political novices and veterans alike a comprehensive and detailed plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams, precinct analysis, canvassing, and dealing with the media. The Campaign Manager is an encouraging, lucid presentation of how to win elections at the local level. Updates to the fifth edition include an entirely new chapter on social media and its influence on campaigning, new coverage on how to put together a campaign plan, and a new appendix on how to campaign on a budget.

## Book Information

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## Customer Reviews

I know this book is good. I have used the older edition as a manual for past elections, and my library has won those elections. We are using the new version with its updated information including a

social media section and why phoning is a new ball game, among other updates, and expect to win this election also. It is positive and upbeat. So practical, and well laid out. Thanks for helping us in the trenches.

I absolutely love this book. When I first bought the book I had a lot of questions about campaign management. There were a lot of things my friends who were experienced in senior campaign management told me that this book confirms. I was worried that the book would be centered around a really small race, such as a mayoral race of a small city. Although, smaller races like city, county and state senate, representative races are mentioned a lot, there are a few mentions of larger statewide/federal races mentioned in the book. The one thing that I do not like about the book is the organization of its chapters and subchapters. That relatively minor, however. If the author could write about, in her next edition, more day to day duties as it relates to staff, this book would be the best out there! Everyone said that the job of the campaign manager is VERY time consuming and often you're helping others like press secretary, field director and others do their job, which makes sense. However, this book doesn't really give you a sense of the time commitment that it takes to be a campaign manager. Finally, I'd recommend adding subchapters for more positions for the larger statewide campaigns and an in-depth analysis of their job, seeing that the campaign manager should be very well aware of their duties in case he/she has to step in and help aid in their job.

It was like a library of books...so much information....needs read more than once...buy it early.

Very informative, easy to read. Definitely recommended if running a local election.

Best campaign book. Anyone involved in campaigning should read and study it.

This book is literally a handbook for political campaigns. Very, very useful.

Very informative.

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