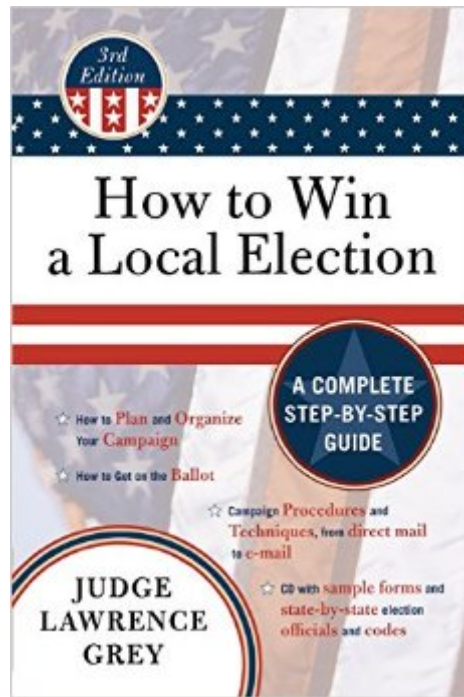


The book was found

How To Win A Local Election



Synopsis

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; and instructions on how to work with databases.

Book Information

Paperback: 259 pages

Publisher: M. Evans & Company; 3rd edition (September 4, 2007)

Language: English

ISBN-10: 1590771311

ISBN-13: 978-1590771310

Product Dimensions: 6.1 x 0.8 x 9.1 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (21 customer reviews)

Best Sellers Rank: #138,655 in Books (See Top 100 in Books) #13 in [Books > Politics & Social Sciences > Politics & Government > United States > Local](#) #207 in [Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections](#)

Customer Reviews

This nuts-and-bolts, do-it-yourself guide to running for and winning one of the nation's more than 500,000 local offices. . . spells out the details of planning and organizing a campaign. . . [and] making effective use of basic campaign procedures and techniques. (Booklist)

Lawrence Grey is a retired judge who served on the Ohio Court of Appeals. He lives in Lexington, Ohio.

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