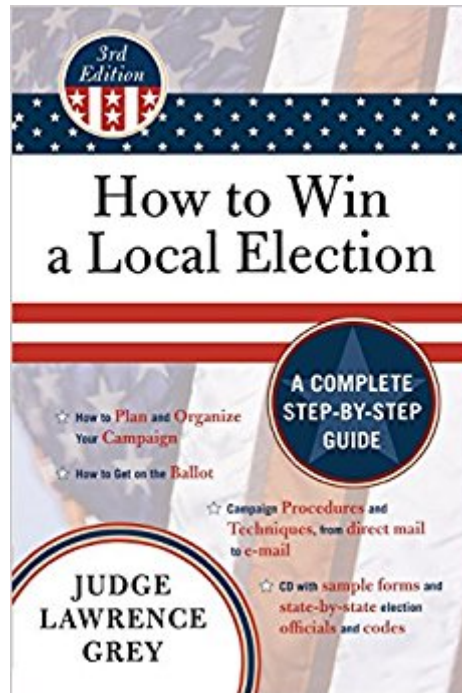




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# How To Win A Local Election



## 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

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## 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.

As a new campaign manager for a city councilman, I found the book very helpful and the CD that is part of the book as well. It covers all the bases briefly and when you are running a campaign you need brevity with intelligent information behind it. I recommend this book.

I am running for a local race and this book was wonderful in terms of helping me think through a plan. I would definitely recommend it.

By far one of my favorite books on political campaigns. The author breaks down the book with a step by step process on how to organize a political campaign and how to approach particular situations. Anyone who is seeking to run for office or manage a local political campaign, I would highly recommend that you read this book in advance.

Reading this book helped me with my campaign for county office. I read it and used a lot of the tips in the book. And, I won the election! I highly recommend this book for anyone starting a local campaign for office.

I have given this book to countless first time candidates for over 20 years. If you want to run for office - BUY THIS BOOK!

Good, sensible advice clearly presented.

Lawrence Grey's book offers a "business plan" for running for local office. Each chapter covers a different facet from focusing on why someone would want to throw their name (and soul) into the ring to the steps needed to get from filing to winning that seat. I have worked on political campaigns in Florida for thirty years and there is something here for everyone, whether you are the candidate or want to help a friend win a local election.

Very useful information.

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