

GUIDE FOR POLITICAL CAMPAIGN

1. Map of State showing election districts, legend on map showing names of candidates in respective districts - show population of each district.
6. Financial outlay -
 - (a) Advertising - (see item 4).
 - (b) Campaign expenses.
 - (c) Travel expenses.
 - (d) Entertainment expenses.

2. Voters' lists from State of election supervisors - (get as many as possible).

- (a) Use to send party post cards and canvass door-to-door.
- (b) Use to determine approximate vote expectancy in each district by name of voters.

7. Tabulation forms -
 - (a) To show return of votes by district, registered voters, votes cast per candidate as each district return is obtained.

- (a) Use on election day to check on names of people who have voted in order to be sure that all registered voters cast their ballots.

3. Key workers' organization -
 - (a) Select persons in each district.
 - (b) Provide them with voters' lists and check names with those of persons known to be registered. Recommend necessary from time to time.
 - (c) Give them printed cards showing picture and organization of candidate for distribution by key workers to supporters in his district and for re-distribution in town by name to friends of theirs.
 - (d) Select those who can be elected key workers as term of voters and those who can pick up additional voters known to be supporters.

4. Advertising -
 - (a) Party post cards to be printed and mailed - (see sample attached hereto).
 - (b) Cards for distribution by key workers - (see sample).
 - (c) Posters for distribution to stores, etc.
 - (d) Newspaper.

5. Speeches.