



The Campaign Manager: Running and Winning Local Elections (Campaign Manager: Running & Winning Local Elections)

Catherine Shaw

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Featuring invaluable insight from an expert author, *The Campaign Manager* offers the most comprehensive guide for organizing, funding, publicizing, and winning local political campaigns. Author Catherine Shaw draws on experience from her three terms as mayor of Ashland, Oregon, and dozens of campaigns to provide practical, proven advice, and her field-tested methods carry candidates through the entire process. The fourth edition offers expanded coverage of key concepts—including targeting voters, evaluating media effectiveness, setting fundraising budgets, using and developing Internet resources, and organizing get-out-the-vote efforts—and a new appendix with a step-by-step guide to precinct analysis. Other useful resources include the latest census data reflecting voting and voter shifts over the past six years; and current information on initiative, referendum, and recall requirements. Brimming with clear, concise wisdom, *The Campaign Manager* is the best way to kick-start a local campaign.

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