APPENDIX &
resources

The following appendices provide examples of available resources that can support campaign efforts. These tools and services are intended as a guide and do not constitute an endorsement by NAHB.

This is not an exhaustive list but includes resources that have been utilized by successful campaigns in the past. Some of the vendors listed are partisan; however, we have included examples from both sides to ensure a broad perspective.

Appendix A: Digital Tools for Campaign Success

Voter Data and Analytics

- NGP VAN: Voter data management and outreach.
- NationBuilder: Comprehensive campaign management.
- L2 Political Data: Demographic and voter data services.
- Grassroots Unwired: Mobile canvassing and voter data tracking tool.
- Ecanvasser: Canvassing and voter engagement platform for managing face-to-face outreach efforts.

Peer-to-Peer Texting Platforms

- RumbleUp: Personalized texting for campaigns.
- Hustle: Scalable peer-to-peer texting.
- ThruText: Text message outreach with tracking capabilities.
- Peerly: Enhanced P2P texting with video and rich messaging.

Fundraising Tools

- ActBlue: Donation platform for Democratic candidates.
- WinRed: Fundraising tool for Republican candidates.
- Anedot: Fundraising platform for campaigns, churches, and nonprofits.
- CrowdPac: Crowdfunding platform for political campaigns.
- NationBuilder: Comprehensive campaign management that includes fundraising capabilities and tracking.

- **Open Secrets:** A nonpartisan resource that tracks money in U.S. politics, providing transparency on campaign donations, PACs, lobbying, and political spending.

Social Media Management and Promotion

- **Sprout Social:** Manage, schedule, and analyze social media campaigns with advanced analytics and social listening.
- **Canva:** Design graphics for social media and print materials.
- **TikTok:** Create campaign videos to engage younger audiences.
- **Facebook Events:** Promote in-person fundraisers and online campaign events.

Volunteer Coordination

- **Slack:** Team communication and task management.
- **Asana:** Organizing campaign workflows and tasks.

Media Tracking and Analysis

- **Meltwater:** Monitor media coverage, analyze trends, and track campaign mentions.
- **Google Alerts:** Free tool for tracking mentions and updates online.
- **Google Analytics:** Monitor website engagement and assess campaign traffic sources.

Digital Advertising Platforms

- **Google Ads:** Use programmatic and targeted advertising to reach specific voter and donor segments.

Email Campaigns

- **Mailchimp:** Create personalized email appeals and campaign updates.
- **Constant Contact:** Manage email outreach with robust tracking capabilities.

Appendix B: Training and Development Resources

Campaign Training Programs

- **EMILY's List:** Training for left-leaning women candidates.
- **Leadership Institute:** Campaign and grassroots training for right-leaning candidates.
- **VoteRunLead:** Focused on empowering non-partisan women to run for office.

Online Learning Platforms

- Coursera: Courses on public speaking, leadership, and digital marketing.
- LinkedIn Learning: Classes on campaign strategy, communication, and fundraising.
- Toastmasters International: Training in public speaking and communication.

Appendix C: Legal and Compliance Resources

Campaign Finance Regulations

- Federal Election Commission (FEC): Rules and resources for federal campaigns.
- National Association of Secretaries of State (NASS): Links to state-specific campaign finance laws.

Data Privacy and Security

- General Data Protection Regulation (GDPR): Guidelines for handling personal data (if applicable).
- California Consumer Privacy Act (CCPA): Data protection standards.

Appendix D: Early Voting and GOTV Resources

Polling Information

- BallotReady: Comprehensive voting information for voters.
- Vote.org: Tools for voter registration, polling place lookup, and absentee ballots.
- Local Board of Elections (BOE) websites: Accurate, up-to-date voting information for your area (check local directories).

Volunteer Coordination

- Slack: Team communication and task management.
- MiniVAN: Mobile app for canvassing and voter tracking.
- Asana: Organizing campaign workflows and tasks.

Appendix E: Templates

- Example Peer-Peer Texts: 3 text examples, Early Voting, Absentee, GOTV
- Press Release Template: Includes headline, key details, quotes, and media contact information.
- Media List Template
- Fundraising Email Template: includes clear ask, donor impact statement, and call to action.
- Social Posts Templates: Includes example captions for absentee voting, early voting reminders, and other important voting dates, plus suggested hashtags, graphic examples / timelines, and engagement tips.
- Direct Mail Examples
- Digital Ad Examples