

Developing a Primary and Caucus Strategy for Your Candidate

You chose a potential candidate from the “invisible primary” who you felt had the best chance to become your Party’s nominee. Assume that this person “throws their hat into the ring,” deciding to seek your Party’s nomination. Your job is to build a travel schedule prior to the 2016 elections to help your candidate gain “name recognition,” political support, and fundraising.

Look carefully at the Primary and Caucus Schedule -2012. Each political party can change the schedule, but assume that the 2016 schedule will be similar to 2012. Also, each party can determine the number of delegates for each state that will attend the party convention. However, ultimately the proportion of Party convention delegates is based on the population of each state and the Electoral College. So look at the states that would provide the largest numbers of delegates for nomination. Now develop a strategy for your candidate.

Pick the top five states that you would like your candidate to visit in 2013, 2014, and 2015. Explain your rationale for each.

1. State _____

Reason _____

2. State _____

Reason _____

3. State _____

Reason _____

4. State _____

Reason _____

5. State _____

Reason _____

2. Which states would you choose the most amount of fundraising? Explain.

3. Which states would you choose to have your candidate do the most “town hall meetings” and face-to-face “meet and greet” with voters? Explain

4. Which states would you choose to do the least face-to-face events, but spend the most money on television advertising? Explain.

5. Which issues would be most advantageous for your candidate to emphasize in the different states you chose? Explain you reasons.

6 . Which demographic groups do you think would be most sympathetic to your candidate? And which groups might you win over by emphasizing certain issues?