

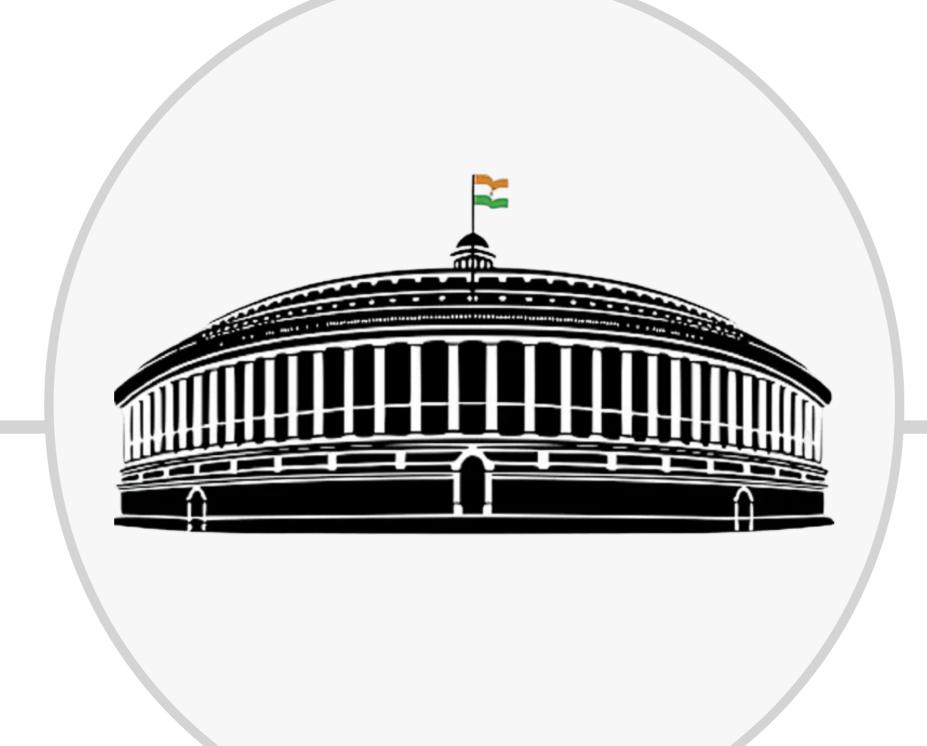
## Says

What have we heard them say? What can we imagine them saying?

> "our Champaign Focuses On Addressing key issues like [specific policy areas]."

"we believe our experience in [relevant field] makes us the right choice."

I Am committed to bringing positive change to our constituency



See an example

strategic considerations for targeting specfiic voter demographics

evaluating the competition and analyzing polling data

**Thinks** 

What are their wants, needs, hopes, and dreams?

Concerns about

effctively

communicating

campaign messages

What other thoughts might influence their behavior?

attends rallies public meetings and debates

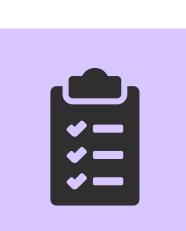
engages in door to door campaigning and interacts with constituents

utilizes social media and other platforms to connect with voters

Determined to win the election and make a difference

Anxious about public perception and voter response

hopeful about the potential impact of their candidacy



## Does

What behavior have we observed? What can we imagine them doing?





