

# APAICS

## Campaign Glossary

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# CAMPAIGN GLOSSARY

## General Terms

<b>Base Vote</b>	The voters who will always turn out for a specific party. Mobilizing your base voters is crucial to a campaign because these are the people who will back you no matter what and encourage others to turn out and vote for you.
<b>Benchmark Poll</b>	Typically, a poll that is taken before a candidate announces their decision to run for office. It gives candidates a snapshot of where they stand among voters and what their strengths and weaknesses could be in a campaign. Furthermore, it provides a baseline for a campaign to identify what target groups will support and vote for the candidate.
<b>Budget</b>	The campaign's roadmap for every dollar you and your team believe you need to spend to win the campaign. It outlines your priorities.
<b>Campaign Manager</b>	A campaign manager is a crucial component to your campaign. The campaign manager manages the candidate or group of stakeholders and holds everyone on the team accountable to program goals and benchmarks. They typically write and manage the campaign plan and budget and hire consultants and/or vendors.
<b>Cash Flow</b>	Working with the budget, cash flow shows donations coming in and expenditures going out for the campaign. Tracking cash flow allows the campaign manager to prioritize spending for the campaign to maximize the use of cash on hand.
<b>Cash on Hand</b>	The balance in the campaigns accounts after taking into account donations that have come into the campaign and the expenditures made for the campaign.
<b>Communications Director</b>	Communications directors are crucial and central to managing your campaign's interactions with the media. They are in charge of the campaign narrative, media relations, and opportunities for the campaign. Your communications director is crucial to keeping your message and media opportunities on target.
<b>Expected Vote</b>	The number of voters who are predicted to vote in an election. This is usually calculated based on past historical voter turnout in similar elections. e.g. the average of voter turnout in the past 3 Presidential Elections should give you a sense of expected turnout in the current Presidential Election cycle.
<b>Field Director</b>	Field Directors manage the campaign's voter contact program, which can include voter registration, voter persuasion, and turnout elements and typically involves volunteer recruitment, paid canvass management, voter targeting, vote canvass or recount strategy, and managing the field team.

<b>Field Organizer</b>	Field organizers are the people in charge of finding, training and managing volunteers and workers involved in a campaign. They are important because they make sure your field operation runs smoothly and that volunteers are reaching the right voters.
<b>Finance Assistant/Call-Time Manager</b>	Finance assistant and/or call-time manager is vital to the campaign operations. They work with the finance director to make sure that the research is done for donor targets, manage the candidates time calling for donations and staffs fundraising events.
<b>Finance Director</b>	Finance directors serve multiple functions within a campaign. They work with the campaign manager and candidate to figure out how to pay for campaign expenditures. They manage and track finance staff, call time, PAC fundraisers, fundraising events, and candidates time in relation to raising funds needed for the campaign.
<b>Focus Group</b>	Focus groups are invaluable to campaigns. Focus groups provide insight on how different strategies, messages or targeting plans will work by consulting actual groups of people. Focus groups will also provide you with the best strategies for communicating and mobilizing undecided voters.
<b>Fundraising Direct Mail</b>	Like political direct mail, fundraising direct mail consist of sending mail with the intention of mobilizing people, only in this case the end goal is to donate to your campaign. Sending these mail pieces to the right people is especially important and should be factored in when creating a fundraising plan or strategy.
<b>General Consultant (GC)</b>	Typically, a strategic consultant with a long-standing relationship with the candidate. Not all campaigns have or need a GC, but when one exists, they typically lead the campaign manager and/or consultant hiring process and provide high-level advice on budget priorities and strategy.
<b>Get Out The Vote (GOTV)</b>	Efforts aimed at increasing the voter turnout in elections. These efforts can be done with the intent of increasing general voter turnout without regard to political leaning or can be organized by political groups aiming to increase turnout among voters who support a particular candidate or cause.
<b>Media Commission</b>	Most advertisers charge a media commission for providing their services. These commissions can range up to 15% and should be carefully factored into your budget along with any media costs.
<b>Midterm Election</b>	A general election in the US that is half-way between Presidential Election cycles.
<b>New Registrants</b>	Voters who registered to vote after the previous general election.

<b>Off-Year Election</b>	A general election in the US that is held when neither a presidential election nor a midterm election takes place (e.g. Virginia held elections for governor in 2017, and off-year).
<b>PAC Fundraising Consultant</b>	Usually a consultant based in DC or state capitals. They work with the campaign to get the candidate in front of Political Action Committees that might be willing to donate to a campaign. They also help with fundraising events in DC or other metropolitan areas where there are potential donors to the campaign.
<b>Persuasion</b>	In campaigns, persuasion consists of targeting undecided voters and persuading them to vote for you in the election, essentially moving them from undecided to decided.
<b>Political Action Committee (PAC)</b>	PACs are organizations that pool donations from members and then donates to a campaign. PACs are formed by labor unions, corporations, trade associations, issue-based advocacy groups, as well as many others. These organizations work through a process to endorse and donate to a candidate.
<b>Political Direct Mail</b>	Political direct mail is still one of the most powerful and overlooked tools in the campaign world. Good direct mail has the power to target and persuade voters by delivering a great message to the right targets. Political direct mail is especially effective when trying to stand out during primaries.
<b>Presidential Election</b>	A general election that includes voting for President of the United States.
<b>Registered Voters</b>	The number of individuals currently on the voter file for an area. In highly transient areas, in states that do infrequent purges of non-voters, and in areas experiencing population loss, this number can easily exceed the VEP number.
<b>SMS</b>	More commonly known as text messaging. People are increasingly turning to mobile phones to communicate, and many campaigns are utilizing SMS. SMS's have an increasingly high click-through rate and higher rate of engagement that can be tapped into on a campaign.
<b>Super PAC</b>	A type of PAC that may raise unlimited sums of money from corporations, unions, and individuals but not permitted to contribute or coordinate with parties or candidates.
<b>Swing Voter</b>	Unlike base voters, swing voters will not be loyal to a candidate just based off of party lines. A swing voter cares about the issues and could vote Republican or Democrat.

<b>Targeting</b>	Targeting can come in many different forms (e.g. targeting your direct mail or targeting your digital media). Overall, targeting consists of looking at your whole universe and then narrowing it down into groups to effectively communicate with the people you are trying to reach.
<b>Tracking Poll</b>	Tracking polls are more complex and involve polling at regular intervals to show a trend or level of support a candidate has over a period of time.
<b>Turnout</b>	The percentage of eligible voters who cast a ballot in an election based on voter registration. Should not be confused with voting-eligible population which is the total adult population over the age of 18.
<b>Vote Goal</b>	The number of votes you need to win your election. With this goal in place you know how many voters you need to convince to turnout to the polls in order to win the election. By consulting the local board of elections you can see the history of voter turnout in your area and the number of registered voters then quantify what your voter goal should be.
<b>Voter Contact</b>	Anytime the campaign interacts with a voter. Could be in-person, phone call, mail to voter, or even a paid media advertisement.
<b>Voter File</b>	A voter file will provide you with a list of registered voters to use when targeting your communications or for GOTV plans.
<b>Voting Eligible Population (VEP)</b>	The number of 18 + citizens in a jurisdiction (precinct, county, district, etc.).
<b>Win Number</b>	The number of votes need to win an election. Usually a set "goal" for the number of voters that you need voting for you/your candidate to win. Calculated at 50% + 1 vote no matter the number of people running. Best to have a higher goal than not having talked to enough voters.

## Communications Terms

<b>Advisory</b>	Also known as a media advisory. An official announcement giving notice of an upcoming event, press release, or development.
<b>Beat</b>	A topic or subject that a journalist routinely covers or focuses on.
<b>Boilerplate</b>	A body of text that can be reused or recycled in various contexts without requiring significant edits.
<b>Brand Identity</b>	The public perception of or sentiment surrounding a company; "how people talk about you when you're not in the room."
<b>Byline</b>	A line of text in an article that names the author, usually before or after the body of text.
<b>Clips/Hits</b>	Publications that are relevant to one's work or concerns.
<b>Earned Media</b>	Media promotion/publicity that is not generated by a company's direct advertising efforts.
<b>Editorial</b>	An article written by an editor or board that offers opinionated coverage of a topic.
<b>Editorial Calendar</b>	A calendar used by editors to control the times/locations of publications.
<b>Embargo</b>	A moratorium on release of information until an agreed upon date/time.
<b>Embed</b>	Incorporate media or data into a body of text.
<b>Exclusive</b>	A story that is not published or seen at any other outlets or sources.
<b>Gaggle</b>	A group of reporters.
<b>Ghostwriter</b>	An author whose work is written for and credited to someone else.
<b>Hook/Angle</b>	An aspect of a story that makes it relevant and interesting to the reader and/or a larger idea.
<b>In Case You Missed It (ICYMI)</b>	A notice issued to remind of an upcoming event, press release, or development.
<b>Influencers</b>	Individuals who have strong follower-bases, often on social media, and an ability to popularize brands or influence consumer decisions of others.
<b>Issues Management</b>	Strategy of an organization to anticipate and respond to trends and changes in its environment.
<b>Media Advisory</b>	See 'advisory.'

<b>Media Impressions</b>	The amount of times a piece of media (advertisement, video, photo) is seen online.
<b>Media Monitoring</b>	Process of surveying the media/press landscape on a specific topic or narrative; used to understand public and popular opinions.
<b>Message House</b>	An approach to marketing messaging comprised of an overarching statement supported by various 'pillars' of evidence or information.
<b>Native Advertising</b>	Also known as promoted ads. An ad that looks, feels, and functions as other content on a website. A tweet or post that appears on one's feed that promotes a product/service/idea.
<b>Newswire</b>	The most widely used platform for distribution and circulation of press releases.
<b>Off the Record (OTR)</b>	A statement that is not to be considered official or attributed to its source. Note that verbal or written acknowledge that the conversation is off the record is typically required.
<b>On Background</b>	Key information that is compiled and distributed to the media; and may be print or online and offers relevant information in one convenient location.
<b>On the Record</b>	An official statement on a topic, attributed to its source.
<b>Op-Ed</b>	Short for Opinion Editorial. An op-ed is a featured article or essay expressing the opinions of an individual who is usually unaffiliated with the publication.
<b>Organic</b>	Natural gravitation towards a brand by customers, usually through recommendations from others, and not due to advertising efforts.
<b>Owned Media</b>	Digital advertising channels that a company has complete control over.
<b>Paid Media</b>	Any efforts by a company to promote its brand/products through advertising and marketing strategies.
<b>Pitch</b>	An attempt by an acting party to 'sell' a story to a reporter as relevant, attractive, or valuable.
<b>Point of Contact</b>	A person or department that can be approached for information or assistance. Generally, this is also known as a media contact.
<b>Press Call/Conference</b>	A publicly presented discussion and series of statements by experts or people involved with a topic; can be sat in on or listened to over the phone.
<b>Press Release</b>	An official document offering information (usually data or statements by experts) on a current event, and sometimes holding an obvious opinion/argument.

<b>Promoted Ads</b>	Also known as native advertising. FCC rules state that promoted advertisements must be marked as an ad.
<b>Rapid Response</b>	An urgent or pressing task that takes priority in handling.
<b>Reputation Management</b>	Any strategy to influence how one's organization or brand is perceived by others.
<b>Stakeholders</b>	Anyone with an interest or concern in something, particularly in business.
<b>Surrogate</b>	A substitute acting in the role of another.
<b>Talking Points</b>	Relevant topics or pieces of information that help guide a conversation or narrative.
<b>Target Audience/Marketing</b>	A specific demographic or group that a marketing campaign targets as its priority.
<b>White Papers</b>	An in-depth report by an expert source that offers insight on an issue and supports or proposes a solution.



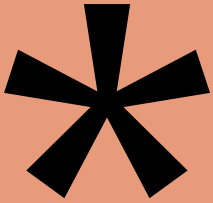
## Paid Media Terms

<b>Above the Fold</b>	The viewable space on a website or app that is visible upon page load, without a user having to scroll.
<b>Below the Fold</b>	The viewable space on a website or app that is visible once a user scrolls down the page.
<b>Click</b>	The number of times an ad was clicked. On social networks, this includes all clicks anywhere on the ad, including non-landing page direct clicks (e.g. a click on the profile photo, or Facebook name).
<b>Click-through Rate (CTR)</b>	Also spelled "click-thru rate." It is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.
<b>Complete Video Views (CVV)</b>	The number of times a video was played to its completion.
<b>Conversion</b>	The point at which a recipient of a marketing message performs a desired action. Conversion is simply getting someone to respond to your call-to-action (e.g. opening an email is a conversion).
<b>Conversion Pixel</b>	A piece of code placed on an actionable asset (e.g. petition form, newsletter signup, etc.) which collects MAIDs and Cookie IDs that take a specific action on that asset.
<b>Conversion Rate</b>	The percentage of people who successfully completed a stated conversion. This is calculated by dividing the number of conversions from the number of impressions.
<b>Cookie IDs</b>	The identity associated with a specific browser. It's used in digital advertising targeting to build audiences.
<b>Cost per Acquisition (CPA)</b>	Also known as cost per action. CPA measures the advertiser's per conversion cost from start to finish, from the inclusion to the search engine results to creating interesting landing pages that grab the attention of the visitor.
<b>Cost per Click (CPC)</b>	When an advertiser pays the publisher for the clicks from the ad they are running. These campaigns are great for attracting visitors to your campaign page and tracking the exposure the ads are getting.
<b>Cost per Mille (CPM)</b>	Cost per 1,000 impressions. This is the amount an advertiser pays per one thousand impressions served. CPM can fluctuate based on objective, creative, and targeting.

<b>Cost per Point (CPP)</b>	Used in TV and radio buying for the costs a round of advertising will cost. This metric is being slowly replaced by CPM which allows advertisers to compare traditional (TV and Radio) advertising with digital advertising costs.
<b>Engagement</b>	The number of likes, retweets, comments, and reactions on an ad.
<b>Frequency</b>	How often an impression is served over a specific period of time (e.g. 10 impressions every 1 day). When an ad reaches its frequency limit, it stops serving for that period of time.
<b>Gross Rating Point (GRP)</b>	A standard measure in advertising, it measures advertising impact. You calculate it as a percent of the target market reached multiplied by the exposure frequency (e.g. if you get advertised to 30% of the target market and give them 4 exposures, you will have 120 GRP).
<b>Impression</b>	An impression is the number of times an ad was partially or wholly visible on a device's screen.
<b>Link Click</b>	This term is usually used in social ad campaigns. A link click is the number of times an ad's specific landing page link was clicked, or the creative was clicked directly.
<b>Mobile Ad Identifier (MAID)</b>	An identity associated with a specific mobile device. It's used in digital advertising targeting to build audiences.
<b>Multi-Channel Marketing</b>	Refers to the practice by which companies interact with customers via multiple channels, both direct and indirect, in order to sell them goods and services.
<b>Objective</b>	An objective is the clearly defined goal of a digital ad campaign for which the campaign will self-optimize for (e.g. reach, traffic, followers/likes, video views, engagement, app downloads, lead generation, conversions, etc.).
<b>Pay per Impression (PPI)</b>	The fee you pay each time your ad is displayed on a particular website. The most common way for PPI is a flat fee per 1000 impressions.
<b>Placement</b>	Placement refers to the area on screen in which the impression is served, and it usually falls into 4 categories: above the fold, below the fold, both, or unknown.
<b>Reach</b>	The number of unique views on an ad (e.g. if one person's mobile phone was served 10 impressions, the reach would be 1).
<b>Result</b>	The number of results given a campaign's stated objective. If the campaign's objective is for followers/likes, the results will be "new follows/likes."

<b>Search Engine Optimization (SEO)</b>	The process of increasing the quality and quantity of a web page's ranking on a web search engine. The more you optimize your site using key words, the increased likelihood that someone browsing the internet will find your page.
<b>Spot Cost</b>	Cable and radio pricing metrics that shows how much playing 1 spot on a cable network or radio station will cost. Cost per spot allows for the calculation of GRP.
<b>Tracking Pixel</b>	A piece of code placed on an asset (e.g. website, creative, etc.) which collects MAIDs and Cookie IDs that visit or interact with that asset.
<b>Video View</b>	The number of two or more second views on a video.
<b>View-Through Rate (VTR)</b>	Also known as Video Completion Rate, VTR is the percentage of people who watched a video ad in its entirety.
<b>Viewability</b>	Viewability is the percentage of an ad that's visible on screen. Vendors like Moat and Double Verify have categorized various levels of viewable inventory.

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