

# Campaign in a Box

Drive your campaign to victory with Agave's tailored **Campaign in a Box**, designed specifically for candidates like you. Focus on being the voice and face of your campaign, while we manage the strategic details that will power your path to success. Created and managed by experts who've won dozens of school board, legislative, statewide and federal campaigns, Campaign in a Box is your one-stop shop for reaching voters and winning seats: general consulting, communications, field, digital and more. Choose from three distinct packages, ranging from the essential to advanced services.

**Ready to win?**  
**We've got the tools to make it happen.**



## CAMPAIGN BASICS

	FUNDAMENTALS	PREMIUM VICTORY	GOLD STANDARD
Campaign logo design	✓	✓	✓
Yard sign design	✓	✓	✓
Yard sign order		✓	✓
Collateral design, 2 pieces	✓	✓	✓
Professional headshots (with editing)	✓	✓	✓
In-district "candid" photos		✓	✓
Video filming			✓
Video post-production			✓

## WEBSITE

Domain registration	✓	✓	✓
Landing page design and build	✓	✓	✓
Website and SEO audit			✓
Website updates and administration			✓

## CAMPAIGN CONSULTING

Analyzing your district's voters		✓	✓
Campaign timeline		✓	✓
Exploring opponent vulnerabilities		✓	✓
Identifying important endorsements, collaborative groups		✓	✓

## COMMUNICATIONS & MESSAGING

Campaign slogan	✓	✓	✓
Identifying key platform issues	✓	✓	✓
Drafting key talking points and messaging		✓	✓

## ORGANIC SOCIAL MEDIA

Posting guidelines resource	✓	✓	✓
Key graphic templates		✓	✓
Short video editing and subtitling		✓	✓

## STUMP SPEECH AND DEBATE PREP

Outlining, role-playing and run-throughs			✓
Stump speech drafting and revision			✓

FIELD	FUNDAMENTALS	PREMIUM VICTORY	GOLD STANDARD
Win number	✓	✓	✓
Launch to Win campaign manual	✓	✓	✓
Canvassing door literature design and order		✓	✓
Universe creation		✓	✓
Field plan			✓
Canvassing list creation			✓

## MAILER

Design			✓
Universe creation			✓
Vendor coordination and consultation			✓

## TEXTING \*

Script writing			✓
Universe creation			✓
Sending texts			✓

## VOICEMAIL \*

Script voicing			✓
Universe creation			✓
Placement			✓

## EMAIL SERVICE SUPPORT

Review of paid outgoing emails			✓
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## DIGITAL ADS\* MIN. \$500 SPEND

	FUNDAMENTALS	PREMIUM VICTORY	GOLD STANDARD
Account preparation	✓	✓	✓
Campaign design, targeting & budgeting	✓	✓	✓
Ad campaign graphic design	✓	✓	✓
Tracking and reporting	✓	✓	✓
Audience testing		✓	✓
Weekly analysis			✓

## EARNED MEDIA

Resource for submitting letters to the editor		✓	✓
Interviews with surrogates			✓
Drafting and revision of letters to the editor			✓
Pitching and placement consultation			✓

## PRESS SUPPORT

Local newsworthy event advisories	✓	✓	✓
Local post-event press releases	✓	✓	✓
Earned media tracking		✓	✓
Pitch interviews with political press			✓
Interview coaching			✓
National press coordination			✓

\*Please note: ad spending and platform fees are not included.

# Go Beyond the Box with à la carte offerings

- Choose any exclusive Campaign in a Box package items
- Billboard design and booking
- Mobile billboard design and booking
- Local newspaper ad design and placement
- Local radio script, recording, editing and scheduling

- Field:
  - Canvassing support
  - Field consulting office hours
  - Canvassing training
  - Ballot curing support
  - Polling location support
  - Final Four: Additional organizing support

**Don't see it?** Let us know what you need!

**Get your Campaign in a Box started today!**

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Revised August 2025