

2024 ANNUAL POLLIE CONTEST CATEGORIES

2024 OVERALL CATEGORIES

CANDIDATE DIVISION

A01 Direct Mail Campaign

Series (more than one) of direct mail pieces made for any Candidate Campaign.

A02 Television Campaign

Series (more than one) of television spots made for any Candidate Campaign.

A03 Digital Campaign

Series (more than one) of digital or internet pieces made for any Candidate Campaign.

A04 Best Use of Opposition Research

Series (more than one) of opposition research (any medium) made for any Candidate Campaign.

A05 Best in Show

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

A06 Direct Mail Campaign

Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.

A07 Television Campaign

Series (more than one) of television spots made for any Ballot Initiative Campaign.

A08 Digital Campaign

Series (more than one) of digital pieces made for any Ballot Initiative Campaign.

A09 Best in Show

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

A10 Direct Mail Campaign

Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

A11 Digital Campaign

Series (more than one) of digital pieces made for any Public Affairs/Issue Advocacy Campaign.

A12 Best PAC Campaign

Series (more than one) of examples of a PAC campaign for any medium produced on behalf of any Public Affairs/Issue Advocacy Campaign.

A13 Best in Show

Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION

A14 Phone Campaign

Series (more than one) of examples of phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A15 Radio Campaign

Series (more than one) of examples of a radio advertisement produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A16 Fundraising Campaign

Series (more than one) of emails, texts, or phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A17 Field Campaign

Series (more than one) of emails, texts, or phone calls produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A18 Best New and Unusual Tactic

Series (more than one) of examples of a new or unusual tactic for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A19 Best Data Analytics Solution

Series (more than one) of examples of a data analytics solution for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A20 Best Use of Data Analytics/Machine Learning

Series (more than one) of examples of data analytics or machine learning for any medium produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

A21 Best Media Buying Plan that Moved the Needle

A media buying plan produced on behalf of any Candidate, Ballot Initiative or Public Affairs/Issue Advocacy Campaign.

2024 DIRECT MAIL CATEGORIES

CANDIDATE DIVISION

B01 For Presidential Primary

Direct mail piece made for any Presidential Primary Candidate Campaign.

B02 For U.S. House of Representatives

Direct mail piece made for any U.S. House of Representatives Candidate Campaign.

B03 For State Legislature

Direct mail piece made for any State Legislature Candidate Campaign.

B04 For Down-ballot Statewide

Direct mail piece made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

B05 For Governor

Direct mail piece made for any Gubernatorial Candidate Campaign.

B06 For Mayor

Direct mail piece made for any Mayoral Candidate Campaign.

B07 For Local/Municipal/Regional

Direct mail piece made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral.

B08 For PAC/Super PAC

Direct mail piece made for a PAC/Super PAC on behalf of any Candidate Campaign.

B09 For Organization

Direct mail piece made for an organization on behalf of any Candidate Campaign (including membership organizations).

B10 Bilingual/Multilingual/Foreign Language

Direct mail piece made in a language other than English for any Candidate Campaign.

B11 Early Voting/Absentee Ballot/Vote-by-Mail

Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.

B12 Best Use of Humor

Effective use of humor in a direct mail piece made for any Candidate Campaign.

B13 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.

B14 Best Use of Illustration or Photography

Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.

B15 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for any Candidate Campaign.

B16 Best Use of Targeting

Effective use of targeting in a direct mail piece made for any Candidate Campaign.

B17 Best Use of Slate Mail

Effective use of slate in a direct mail piece produced for any Candidate Campaign.

B18 GOTV

Direct mail piece made for any Statewide/Local GOTV Candidate Campaign.

B19 Independent Expenditure Campaign - Presidential Primary

Direct mail piece made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.

B20 Independent Expenditure Campaign - U.S. House of Representatives

Direct mail piece made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.

B21 Independent Expenditure Campaign - Governor

Direct mail piece made for an independent expenditure campaign for any U.S. Governor Candidate Campaign.

B22 Independent Expenditure Campaign - Down-ballot Statewide

Direct mail piece made for an independent expenditure campaign for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

B23 Independent Expenditure Campaign - State Legislature

Direct mail piece made for an independent expenditure campaign for any State Legislature Candidate Campaign.

B24 Independent Expenditure Campaign - Mayor

Direct mail piece made for an independent expenditure campaign for any Mayoral Candidate Campaign.

B25 Independent Expenditure Campaign - Local/Municipal/Regional

Direct mail piece made for an independent expenditure campaign for any

Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

BALLOT INITIATIVE DIVISION

B26 GOTV

Direct mail piece made for any GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).

B27 Best Use of Social Pressure

Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

B28 Best Use of Negative or Contrast

Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

B29 For Statewide

Direct mail piece made for any Statewide Ballot Initiative Campaign.

B30 For Local

Direct mail piece made for any Local Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

B31 For National

Direct mail piece made for any National Public Affairs/Issue Advocacy Campaign.

B32 For Statewide

Direct mail piece made for any Statewide Public Affairs/Issue Advocacy Campaign.

B33 For PAC/Trade Association

Direct mail piece made for a PAC/Trade Association for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

B34 Best Use of Opposition Research

Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign or Public Affairs/Issue Advocacy Campaign.

B35 Best Use of Generative AI

Direct mail piece created using Generative AI for any Candidate Campaign, Ballot Initiative Campaign or Public Affairs/Issue Advocacy Campaign.

2024 TELEVISION CATEGORIES

CANDIDATE DIVISION

C01 For Presidential Primary

Television advertisement made for any Presidential Primary Candidate Campaign.

C02 For U.S. Senate

Television advertisement made for any U.S. Senate Candidate Campaign.

C03 For U.S. House of Representatives

Television advertisement made for any U.S. House of Representatives Candidate Campaign.

C04 For State Legislature

Television advertisement made for any State Legislature Candidate Campaign.

C05 For Down-ballot Statewide

Television advertisement made for any Statewide Candidate Campaign (Non-federal/non-gubernatorial/non-local).

C06 For Governor

Television advertisement made for any Gubernatorial Candidate Campaign.

C07 For Local/Municipal/Regional

Television advertisement made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

C08 For Mayor

Television advertisement made for any Mayoral Candidate Campaign.

C09 For PAC/Super PAC

Television advertisement made for a PAC/Super PAC for any Candidate Campaign.

C10 Bilingual/Multilingual/Foreign Language

Television advertisement made in a language other than English for any Candidate Campaign.

C11 Best Use of Humor

Effective use of humor in a television advertisement made for any Candidate Campaign.

C12 Best Use of Negative or Contrast

Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.

C13 Best Use of Personality or Celebrity

Effective use of a personality or celebrity in a television advertisement made for any

Candidate Campaign.

C14 Independent Expenditure Campaign – Presidential Primary

Television advertisement made for an independent expenditure campaign for any Presidential Primary Candidate Campaign.

C15 Independent Expenditure Campaign - U.S. House of Representatives

Television advertisement made for an independent expenditure campaign for any U.S. House of Representatives Candidate Campaign.

C16 Independent Expenditure Campaign – For Governor

Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.

C17 Independent Expenditure Campaign – For Down-ballot Statewide

Television advertisement made for an independent expenditure campaign for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

C18 Independent Expenditure Campaign – State Legislature

Television advertisement made for an independent expenditure campaign for any State Legislature Candidate Campaign.

C19 Independent Expenditure Campaign – Mayor

Television advertisement made for an independent expenditure campaign for any Mayoral Candidate Campaign.

C20 Independent Expenditure Campaign – Local/Municipal/Regional

Television advertisement made for an independent expenditure campaign for any Local/Municipal/Regional Candidate Campaign.

C21 Best Use of Targeting

Effective use of targeting in a direct mail piece made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

C22 For Statewide

Television advertisement made for any Statewide Ballot Initiative Campaign.

C23 For Local

Television advertisement made for any Local Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

C24 For National

Television advertisement made for any National Public Affairs/Issue Advocacy Campaign.

C25 For Statewide

Television advertisement made for any Statewide Public Affairs/Issue Advocacy Campaign.

C26 For Local

Television advertisement made for any Local Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

C27 Best Use of Generative AI

Television advertisement created using generative AI for any national Public Affairs/Issue Advocacy or Candidate Campaign.

2024 DIGITAL CATEGORIES

CANDIDATE DIVISION

D01 Digital Advertising - Presidential Primary

Online, social, or mobile advertisement made for any Presidential Primary Candidate Campaign.

D02 Digital Advertising - U.S. Senate

Online, social, or mobile advertisement made for any U.S. Senate Candidate Campaign.

D03 Digital Advertising - U.S. House of Representatives

Online, social, or mobile advertisement made for any U.S. House of Representatives Candidate Campaign.

D04 Digital Advertising – For Governor

Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.

D05 Digital Advertising – State Legislature

Online, social, or mobile advertisement made for any State Legislature Candidate Campaign.

D06 Digital Advertising – Down-ballot Statewide

Online, social, or mobile advertisement made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local), including Special Elections).

D07 Digital Advertising – Mayor

Online, social, or mobile advertisement made for any Mayoral Candidate Campaign.

D08 Digital Advertising – Local/Municipal/Regional

Online, social, or mobile advertisement made for any Local/Municipal/Regional

Candidate Campaign - excluding Mayoral, including Special Elections.

D09 Digital Advertising - Best Use of Search Engine Marketing

Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign.

D10 Digital Advertising - Best Use of Targeting

Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.

D11 Digital Advertising - Best Use of Digital Advertising for Acquisition

Effective use of email, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign.

D12 Website - Presidential Primary

Website made for any Presidential Primary Candidate Campaign.

D13 Website - U.S. House of Representatives

Website made for any U.S. House of Representatives Candidate Campaign.

D14 Website – For Governor

Website made for any Gubernatorial Candidate Campaign.

D15 Website – For Down-ballot Statewide

Website made for any Statewide Candidate Campaign (Non-federal/non-gubernatorial/non-local).

D16 Website – State Legislature

Website made for any State Legislature Candidate Campaign.

D17 Website – Mayor

Website made for any Mayoral Candidate Campaign.

D18 Website – Local/Municipal/Regional

Website made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

D19 Bilingual/Multilingual/Foreign Language

Digital piece in a language other than English made for any Candidate Campaign.

D20 Best Use of Social Media

Effective use of social media advertising in any digital piece made for any Candidate Campaign.

D21 Best Use of Video

Effective use of video in any Candidate Campaign.

D22 Best Use of a Meme

Effective use of a meme in any Candidate Campaign.

D23 Best Viral Campaign

Effective use of a viral video (spread organically) in any Candidate Campaign.

D24 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any Candidate Campaign.

D25 Best Use of Humor

Effective use of humor in a digital piece made for any Candidate Campaign.

D26 Best Use of Negative or Contrast

Effective use of negative or contrast in a digital piece made for any Candidate Campaign.

D27 Best Use of Digital Audio

Effective use of digital audio for any Candidate Campaign.

D28 Best Use of Social Media - Digital Acquisition Campaign

Effective use of social media to acquire digital assets for any Candidate Campaign.

D29 Web Video

Web video made solely for the internet for any Candidate Campaign.

D30 Digital Creative - Stand Alone

Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Candidate Campaign.

D31 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Candidate Campaign.

D32 Independent Expenditure Campaign – Presidential Primary

Digital piece for an independent expenditure campaign made for any Presidential Primary Candidate Campaign.

D33 Independent Expenditure Campaign - U.S. House of Representatives

Digital piece for an independent expenditure campaign made for any U.S. House of Representatives Candidate Campaign.

D34 Independent Expenditure Campaign – For Governor

Digital piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.

D35 Independent Expenditure Campaign – Statewide

Digital piece for an independent expenditure campaign made for any Statewide Candidate Campaign.

D36 Independent Expenditure Campaign – State Legislature

Digital piece for an independent expenditure campaign made for any State Legislature Candidate Campaign.

D37 Independent Expenditure Campaign – Down-ballot Statewide

Digital piece for an independent expenditure campaign made for any Statewide Candidate Campaign (non-federal/non-gubernatorial/non-local).

D38 Independent Expenditure Campaign – Mayor

Digital piece for an independent expenditure campaign made for any Mayoral Candidate Campaign.

D39 Independent Expenditure Campaign – Local/Municipal/Regional

Digital piece for an independent expenditure campaign made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

BALLOT INITIATIVE DIVISION

D40 Digital Advertising

Online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D41 Website

Website made for any Ballot Initiative Campaign.

D42 Best Use of Social Media

Effective use of social media in any Ballot Initiative Campaign.

D43 Web Video

Web video made solely for the internet for any Ballot Initiative Campaign.

D44 Digital Creative - Stand Alone

Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D45 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

D46 Digital Advertising

Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy

Campaign.

D47 Website

Website made for any Public Affairs/Issue Advocacy Campaign.

D48 Best Use of Email Marketing (Non-Fundraising)

Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

D49 Best Use of Social Media

Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

D50 Web Video

Web video made solely for the internet for any Public Affairs/Issue Advocacy Campaign.

D51 Digital Creative - Stand Alone

Effective use of a stand-alone piece in an online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

D52 Digital Creative - Full Set

Effective use of a full set piece in an online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

D53 Best Use of Generative AI

Effective use of an online, social, or mobile advertisement made using generative AI for any Public Affairs/Issue Advocacy Campaign.

2024 PHONES CATEGORIES

CANDIDATE DIVISION

E01 Automated Call

Automated call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

E02 Live Call

Live call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

E03 Telephone Town Hall Call/Forum Call

Telephone town hall/forum call made for any federal, state, or local independent expenditure campaign or Candidate Campaign.

BALLOT INITIATIVE DIVISION

E04 Live Call

Live call made for any Ballot Initiative Campaign.

E05 Telephone Town Hall Call/Forum Call

Telephone town hall/forum call made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**E06 Patch-Through Program Autodial/Live**

Autodial or live patch-through program made for any Public Affairs/Issue Advocacy Campaign.

E07 Telephone Town Hall Call/Forum Calls

Telephone town hall/forum call made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION**E08 Best Mobile Application/Technology**

Effective use of a mobile app or technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E09 Best Use of SMS

Effective use of SMS in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E10 Best Use of Peer to Peer Texting

Effective use of peer to peer texting for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 RADIO AND DIGITAL AUDIO CATEGORIES**CANDIDATE DIVISION****F01 For Presidential Primary**

Radio advertisement made for any Presidential Primary Candidate Campaign.

F02 For U.S. House of Representatives

Radio advertisement made for any U.S. House of Representatives Candidate Campaign.

F03 For Governor

Radio advertisement made for any Gubernatorial Candidate Campaign.

F04 For State Legislature

Radio advertisement made for any State Legislature Candidate Campaign.

F05 For Statewide

Radio advertisement made for any Statewide Candidate Campaign.

F06 For Mayor

Radio advertisement made for any Mayoral Candidate Campaign.

F07 For Local/Municipal/Regional

Radio advertisement made for any Local/Municipal/Regional Candidate Campaign - excluding Mayoral, including Special Elections.

F08 For PAC/Super PAC

Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.

F09 Bilingual/Multilingual/Foreign Language

Radio advertisement made in a language other than English for any Candidate Campaign.

F10 Best Use of Humor

Effective use of humor in a radio advertisement made for any Candidate Campaign.

F11 Best Use of Negative or Contrast

Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.

F12 Independent Expenditure Campaign

Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.

BALLOT INITIATIVE DIVISION

F13 Best Use of Radio

Effective use of a radio advertisement made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

F14 Best Use of Radio

Effective use of a radio advertisement made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS DIVISION

F15 Best Use of Digital Audio

Effective use of a digital radio or audio advertisement made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 FUNDRAISING CATEGORIES

G01 Best Use of Direct Mail

Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G02 Best Use of Email

Effective use of an email to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G03 Best Use of Social Media

Effective use of social media to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G04 Best Use of Website/Donation Page

Effective use of a website/donation page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G05 Best Use of a Landing Page for Digital Fundraising

Effective use of a landing page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G06 Best Use of a Mobile App for Digital Fundraising

Effective use of a mobile app to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G07 Best Use of Phones/SMS

Effective use of a phone call to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign (including telephone town hall/forum calls).

G08 For Independent Committee, PAC, or Super PAC

Fundraising piece for a house list or prospect list of contributors to solicit donations for an Independent Committee, PAC, or Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

G09 For Non-profit Organization/Trade Association

Fundraising piece for a house list or prospect list of contributors to solicit donations for a Non-profit Organization or Trade Association, Including (C3s, C4s, and C6s) on behalf of any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

G10 Fundraising Event

Fundraising event (including virtual events) for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 NEWSPAPER CATEGORIES

H01 Full Page

Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H02 Less Than Full Page

Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H03 Insert

Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 COLLATERAL CATEGORIES

I01 Billboard

Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I02 Door Hanger

Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I03 Logo & Branding

Logo made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I04 Mass Transit/Bus Sign

Mass transit or bus sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign

I05 Most Original/Innovative Collateral Material - Democrat

Creative or innovative collateral material (any medium) made for any Democratic Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I06 Most Original/Innovative Collateral Material - Republican

Creative or innovative collateral material (any medium) made for any Republican

Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I07 Non-Mail Brochure

Handout brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I08 Yard/Outdoor Sign

Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 FIELD CATEGORIES

J01 Field Program - Statewide

Paid field program for any Statewide Candidate Campaign.

J02 Paid Field Program

Paid field program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J03 Field Program – Special Election

Field program for any special election Candidate Campaign.

J04 Field Program - Local

Paid field program for any Local Candidate Campaign.

J05 Field Program - Ballot Initiative

Field program for any Ballot Initiative Campaign.

J06 GOTV – Special Election

GOTV for any special election Candidate Campaign.

J07 GOTV – Statewide

GOTV for any Statewide Candidate Campaign.

J08 GOTV – Local

GOTV for any Local Candidate Campaign.

J09 GOTV - Ballot Initiative

GOTV for any Ballot Initiative Campaign.

J10 Ballot Access - Petition Collection

Petition collection for ballot access for any Ballot Initiative Campaign.

J11 Grassroots Program - Public Affairs/Issue Advocacy

Grassroots program for any Public Affairs/Issue Advocacy Campaign.

J12 Absentee/Early Voting Program

Absentee/Early Voting program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J13 Voter Registration Program

Voter registration program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J14 Voter ID Program

Voter ID program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J15 Walk/Handout Piece

Walk/Handout piece for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J16 Best Use of Analytics

Best use of analytics for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2024 STUDENT CATEGORIES

K01 Best Campaign Plan

Campaign plan made by a student in a degree program.

2024 SHOULDA, WOULD, COULDA CATEGORIES

L01 Best Use of Direct Mail

Classics in Political Advertising. Any Direct Mail piece from any year, provided it has not previously won a Pollie, or never made it to air.

L02 Best Use of Television

Classics in Political Advertising. Any Television piece from any year, provided it has not previously won a Pollie, or never made it to air.

L03 Best Use of Digital

Classics in Political Advertising. Any Digital piece from any year, provided it has not previously won a Pollie, or never made it to air.

L04 Best Use of Phones

Classics in Political Advertising. Any Phone piece from any year, provided it has not previously won a Pollie, or never made it to air.

L05 Best Fundraising Effort

Classics in Political Advertising. Any Fundraising piece from any year, provided it has not

previously won a Pollie, or never made it to air.

L06 Best Use of Radio

Classics in Political Advertising. Any Radio piece from any year, provided it has not previously won a Pollie, or never made it to air.

L07 Best Use of Newspaper

Classics in Political Advertising. Any Newspaper piece from any year, provided it has not previously won a Pollie, or never made it to air.

L08 Best Use of Collateral

Classics in Political Advertising. Any Collateral piece from any year, provided it has not previously won a Pollie, or never made it to air.

2024 TECHNOLOGY, DATA AND ANALYTICS

M01 Best Ad Technology Innovation

Effective use of ad technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M02 Best Innovation for Voter Targeting

Effective use of an innovation for voter targeting in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M03 Best Fundraising Technology

Effective use of a fundraising technology to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M04 Best Use of Mobile Technology

Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M05 Best Use of Data Analytics/Machine Learning (Non-Fundraising)

Effective use of data analytics/machine learning in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M06 Best Use of Data Analytics/Machine Learning (Online Fundraising)

Effective use of data analytics/machine learning to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M07 Best Use of New Digital Technology

Effective use of new digital technology for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

M08 Best Use of Polling Research - Federal

Effective use of polling research to inform campaign messaging and strategy for any Federal Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M09 Best Use of Polling Research - State

Effective use of polling research to inform campaign messaging and strategy for any State Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M10 Best Use of Polling Research - Local

Effective use of polling research to inform campaign messaging and strategy for any Local Candidate Campaign or Public Affairs/Issue Advocacy Campaign.

M11 Best Use of Polling Research - Ballot Initiative

Effective use of polling research to inform campaign messaging and strategy for any Ballot Initiative Campaign.