



Communicate. Collaborate. Commit.

Strategy Framework: Electing a New Congressperson in New Jersey's 7th Congressional District (CD7)

Purpose

To engage, educate, and mobilize constituents in New Jersey's 7th Congressional District (CD7) to elect a representative who reflects democratic values, community needs, and constitutional principles—while holding the current officeholder accountable for his record and lack of representation.

Overview

This strategy is organized into three core buckets of work that run concurrently and reinforce each other:

1. Constituent Education and Engagement
2. Accountability and Pressure on the Incumbent
3. Organizational Infrastructure and Coalition Building

Each bucket includes objectives, goals, tactics, and measurable outcomes.

Bucket 1: Constituent Education and Engagement

Objective: Build informed, motivated voters who understand the stakes in NJ CD7 and are ready to take action in the 2026 election cycle.

Key Goals

- Increase awareness of district boundaries, representation, and key issues that impact residents.
- Introduce Democratic and progressive candidates early and consistently.
- Equip voters with clear, accessible information to register, vote early, vote by mail (VBM), and participate in GOTV.
- Build lasting relationships with disengaged or infrequent voters.

Core Tactics

1. Send thank you messaging to those who voted 1 or 2 times in the last 4 elections.
 - Purchase generic, eye catching Thank You postcards.
 - Purchase postage
 - Develop messaging that is overtly appreciative yet mentions CD7, Kean, election
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2. District Education Campaign
 - Develop infographics and flyers such as 'Who Represents You?', 'What Has He Voted For?', and 'Why CD7 Matters.'
 - Hold 'Know Your District' workshops in libraries, civic centers, and online.
 - Use maps to illustrate district geography and highlight key local issues.
3. Candidate Introduction Series
 - Host 'Get to Know the Candidates' events in each county or subregion.
 - Record and distribute candidate Q&As via social media and YouTube.
 - Create one-pagers comparing candidate positions on top district issues.
4. Voter Education & Mobilization
 - Launch a 'Voting Made Easy' initiative explaining registration, early voting, and VBM.
 - Develop a constituent contact plan for postcards, phone calls, texts, and door-knocking.
 - Target newly registered and low-propensity Democratic voters.
5. Community Connection Events
 - Host issue-based town halls (e.g., healthcare, reproductive rights, environment).
 - Partner with schools, community orgs, and faith groups to broaden reach.

Bucket 2: Accountability and Pressure Campaign

Objective: Hold the current representative accountable for his record and actions in Congress, ensuring constituents understand the stakes of continued inaction or harmful votes.

Key Goals

- Document and publicize the incumbent's voting record and failures to represent constituents.
- Amplify constituent voices demanding responsiveness and transparency.
- Maintain steady visibility throughout the district to demonstrate public dissatisfaction and opposition momentum.

Core Tactics

6. Constituent Advocacy Network

- Maintain an active database of constituents willing to contact or meet with the congressman.
- Coordinate regular phone calls, letters, and meeting requests.
- Track every attempt at contact and document the office's responses.

7. Monthly Accountability Actions

- Have constituents fill out a form identifying themselves as constituents who want to speak with the congressperson about particular issues.
- Plan, based on the House calendar, calls to the office to schedule meetings with the congressperson on behalf of the # of constituents who have signed up on the ongoing list.
- Continue and expand 'Finding Kean Fridays' with weekly visibility and office visits.
- Host press-friendly rallies highlighting specific harmful votes or policy failures.

8. Visibility & Media Strategy

- Secure coverage from local news outlets.
- Publish regular op-eds, letters to the editor, and digital explainers.

- Use unified hashtags like #FindingKeanFridays and #KeanAccountability.

9. Constituent Pressure Campaign

- Organize rolling call/email campaigns around key votes.
- Share scripts, contact info, and sample messages.
- Encourage local leaders to demand town halls and forums.

Bucket 3: Organizational Infrastructure and Coalition Building

Objective: Develop the people, structure, and partnerships necessary to execute sustained organizing across all counties in CD7 through the 2026 cycle and beyond.

Key Goals

- Strengthen coordination among progressive groups and county-level Democratic organizations.
- Build a robust volunteer pipeline with clear roles and training.
- Leverage shared tools and data systems (VAN, EveryAction, Mobilize).
- Create communication channels that enable consistent messaging and collaboration.

Core Tactics

10. Regional Coordination Framework

- Establish regional leads for Union, Somerset, Morris, Warren, and Sussex counties.
- Hold monthly coordination calls to align calendars and share resources.
- Develop a shared calendar of actions, forums, and visibility events.

11. Volunteer Infrastructure

- Recruit volunteers through OneNJ7, NJ 11th for Change, and local Indivisible chapters.
- Offer training on VBM, canvassing, relational organizing, and digital outreach.
- Maintain a volunteer database with skills and availability.

12. Coalition Partnerships

- Partner with advocacy groups such as Planned Parenthood Action Fund, Sierra Club, Moms Demand Action.
- Collaborate on issue-based events connecting local concerns to federal action.
- Engage trusted community leaders as spokespeople and surrogates.

13. Data and Communications Integration

- Ensure VAN lists are updated and responsibly shared among partners.
- Create consistent branding, hashtags, and messaging guidelines.
- Use social media scheduling tools to measure engagement and reach.

Timeline Overview (2025–2026)

Phase	Focus	Key Activities
Winter 2025–Spring 2026	Education & Candidate Introduction	Forums, voter education, launch 'Finding Kean Fridays', registration drives
Summer 2026	Accountability Intensification	Rallies, press outreach, media tracking, ongoing visibility
Fall 2026 (Election Season)	GOTV & Turnout	Final visibility push, candidate amplification, VBM and early voting blitz
Post-Election 2026	Debrief & Sustain Momentum	Celebrate wins, document lessons, prepare for 2027 gubernatorial cycle

Metrics for Success

- Number of constituents engaged through education or outreach events
- Growth in voter registration (Democratic and unaffiliated)
- Increase in VBM enrollment and turnout rates in target municipalities
- Number of calls/emails made to the congressman's office
- Media mentions and social reach of accountability actions
- Expansion of volunteer network (tracked by county and town)
- Number of partner organizations collaborating regularly

Next Steps

- Finalize leadership roles and regional assignments
- Build an initial contact and volunteer database
- Schedule first round of 'Get to Know the Candidates' events
- Plan the Q1 visibility and accountability calendar
- Publish public-facing 'Our Path to a New Representative in CD7' brief