

# Coach/Mentor vs Campaign Manager

They are not the same! A Coach/Mentor can help you determine whether public life is right for you and your family (and in what time frame); develop a personal plan for launching and executing your campaign; refer you to appropriate candidate training programs; and help you “do it yourself” before you can afford to hire a Campaign Manager. A Coach/Mentor also can refer you to vendors (such as professional Campaign Managers, Fundraising Consultants, Social Media Consultants, Mail Shops, Printers, etc.) and help you assess which vendors would be good fits for your needs. A Coach/Mentor can also be a Campaign Manager and perform both roles.

Campaign Manager	Coach/Mentor
Oversees all aspects of your campaign.	Helps you manage work-life-campaign balance and stay focused.
Manages day-to-day operations.	<ul style="list-style-type: none"> <li>Talks through obstacles so they can be overcome.</li> <li>Helps you stay on-track.</li> </ul>
Develops and implements campaign plan.	<ul style="list-style-type: none"> <li>Helps you assess personal viability of campaign plan (in terms of work-life-campaign balance) and helps you tailor plan to maximize effectiveness.</li> <li>If there is no Campaign Manager, assists with setting SMART campaign goals and benchmarks so you can develop a plan that meets your needs.</li> </ul>
Establishes campaign budget.	If there is no Campaign Manager, can provide you with a campaign budget template and help you determine best uses of campaign funds.
Coordinates staff and volunteers.	If there is no Campaign manager, can help with needs assessment.
Coordinates fundraising operations.	Can recommend training programs and mentor you, as you implement what you learned in those programs.
Focused on the campaign’s needs.	Focused on your personal needs.



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