

# Nikki Haley For President In 2020



nikkihaley.com

A Political Campaign Proposal

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## **Background:**

Nikki Haley was born on January 20, 1972, in Bamberg, South Carolina, to Sikh immigrants. At a young age, the Republican entered politics and served in the South Carolina House of Representatives for several years before becoming governor of the state. Haley ran for a seat in the South Carolina House of Representatives in 2004 and faced a challenge in the primary from incumbent Republican Larry Koon, the longest-serving member of the House at that time. She won the primary and then the general election. She ran unopposed and became the first Indian-American to hold office in South Carolina. She ran unopposed for re-election in 2006 and defeated her Democrat challenger in 2008. In 2012, rumors spread that Mitt Romney, President Barack Obama's challenger in the 2012 presidential election, would choose Haley as his vice-presidential running mate. But Haley said that she would decline any position he might offer her. "The people of South Carolina gave me a chance, and I have a job to do and I'm not going to leave my job for anything." In addition to being the first female governor in South Carolina, she is the first Indian-American. In 2016, president-elect Donald Trump picked Haley to become the United States ambassador to the United Nations and she was confirmed for the position in January 2017.

- She graduated from Clemson University with a Bachelor of Science degree in accounting.
- Haley converted to Christianity and sits on the board of the Mt. Horeb United Methodist Church. Out of respect for her parents' culture, she still attends Sikh services.
- As a Republican, Haley's platform was anti-tax and fiscally conservative. She voted for bills that restrict abortion and those that protect fetuses. As the child of legal immigrants, Haley has expressed support for greater enforcement of immigration laws.

- Haley is also a member of the Tea Party movement.
- The Republican Party selected Haley to deliver the GOP response following President Barack Obama's final State of the Union address on January 12, 2016.
- Following her response of Obama's presidency, press outlets reported that Haley was on the GOP short list as a possible vice-presidential running mate for the party's nominee Donald Trump; however, he chose Indiana Governor Mike Pence for the position.
- During the presidential race, Haley had not been a loyal supporter of Trump, initially campaigning for Marco Rubio and then endorsing Ted Cruz.
- She later supported Trump.
- On November 22, 2016, president-elect Donald Trump picked Haley to become the United States ambassador to the United Nations.
- She was the first woman to be named as part of his administration.
- Haley was confirmed as U.N. Ambassador by the Senate, 94-6, and she resigned as governor of South Carolina to serve in her new role.

## **Research:**

For the research part of the campaign, I needed to know exactly what I was working with as far as who would oppose Haley and who would be for Haley. So, I used secondary research to determine who would support what she supports. I searched for everything Nikki Haley supports and her views on different issues like immigration, gay marriage, health care, and more. I used the web to find all of this information. For my primary research, I chose to interview a variety of people from the ages of 17-75. The details are below.

-Primary: As far as primary research, I interviewed a variety of people. I really just wanted to get a sense of how well known Nikki Haley is. So, I would started out with just the basic question:

"Do you know who Nikki Haley is?" If they did know her, I would then ask the question: "What is she known for or how do you know her?" Then I would ask, "What do you think about her?"

On the other hand, if they did not know her, I would not ask further questions, and I would move on to the next. During my interviews, I found that many of my generation did not know who Haley was, while my parents' generation did know of her. There were a few here and there of my generation that knew her, but I found they were indifferent about her—not disliking her but not loving her either. The older generations I found either agreed with her or disagreed with her on the different stances of immigration, abortion, voting for Trump, or just things she has done as a person. Although those items and opinions were a factor, I discovered through my interview process that Haley was liked more than disliked. I found that more people would talk about how she was relatable. During interviewing, people would use the words friendly, gracious, gentle, and pleasant. More than one person also commented on how she seems approachable, how she cares about this country and Americans, how she is sympathetic towards the right things, and how she just seems to know how to care for people and issues.

-Secondary: Nikki Haley's supporters would include voters who support the following:

- Pro-life
- Minority & women groups are just special interest groups.
- Marriage is between one man and one woman
- Stimulus funds come with too many strings attached.
- It's the people's money; government has no prior claim.
- No debt-ceiling increase without spending cuts & caps.
- It's time for truth in budgeting & government spending cap.
- Supports the Cut-Cap-and-Balance Pledge.
- Eliminate business taxes, starting with corporate income tax.
- Government creates conditions; entrepreneurs create jobs.
- Government makes it harder for struggling small business.
- Restore funding for Law Enforcement DNA lab.
- Save millions by reducing recidivism.
- Rated C- by NORML, indicating a "hard-on-drugs" stance.
- Incentivize teachers to work in rural districts.
- Higher education system is flush with cash.
- Incentives for teachers, including tuition & grad school.
- Make a real investment in our charter schools.

- Educate kids not based on where they happen to live.
- Expand charter schools.
- Open the Savannah River Site nuclear reactor fuel project.
- Not now, not ever, support raising the gas tax.
- Supports off-shore drilling near South Carolina coast.
- Against nuclear deal with Iran; keep state sanctions.
- \$5 billion in foreign investment: the "It" state worldwide.
- Make concealed weapons permits easier.
- Founding fathers gave us the absolute right to bear arms.
- Legislative mission: get "voice votes" on the record.
- Real-time online check registers for government spending.
- Term limits force real change in leadership.
- Weakened governorship today set up in Reconstruction.
- Fought S.C. House leadership for roll-call voting.
- Good old work replaces pork-barrel politics.
- Voter ID is a no-brainer to protect election integrity.
- We capped lawsuit damages; next tort reform is loser-pays.
- Require photo ID and inspection of ID in order to vote.

- Endorsed as commonsense conservative "Mama Grizzly."
- Strongly in favor of term limits at all levels of government.
- Reject ObamaCare state exchange; reject Medicaid expansion.
- Dead set against ObamaCare: We can't split the cow. ObamaCare is wrongheaded and unconstitutional.
- ObamaCare opt-out rules disallow state opt-out.
- Medicaid is a broken system; federal mandates cause problems.
- No government-run health exchanges; transparency instead.
- Let Medicaid buy generics for AIDS, cancer, & mental health.
- Cap punitive damages to limit medical costs.
- Loosen "one-size-fits-all" approach to Medicaid.
- Trade welfare check for dignity of paycheck.
- More cybersecurity against international criminal hacking.
- Supports the Taxpayer Protection Pledge.
- Reduce tax burden every single year: eliminate 6% bracket.
- Flatten individual income tax from six brackets to three.
- US does have history of religion-based exclusion.
- Immigrants have come for generations to live the dream.
- Don't follow the siren call of anti-immigration anger.

- Protect our borders, our sovereignty, and our citizens.
- Audit businesses to see if using E-Verify.
- It's not a racial issue; it's about the rule of law.
- Charge 1% foreign wire fee & police check immigration status.
- Co-sponsored toughest standard of immigration enforcement.
- Fought unionization; new jobs in 45 of 46 counties.
- Non-union Boeing jobs in SC did not cost one union job in WA.
- Right-to-work helps Boeing deliver jets despite strikes.
- Pledge that every citizen who wants a job, has a job.
- We pushed back & NLRB dropped its frivolous Boeing lawsuit.
- ReadySC: work force training; vocational & technical college.
- I love that we are one of the least unionized states.
- No unemployment benefits for workers on strike.
- NLRB vs. Boeing is "direct attack on what America is."
- Removing religion from public discourse is entirely wrong.
- Member of the Tea Party movement.

## **Objectives:**

1. Pledge that every citizen who wants a job, has a job. I love that we are one of the least unionized states. Make sure there are jobs in place for Americans willing to work. Try to cut down on welfare by providing more job opportunities to all.
2. Make sure that the immigration laws are being followed. Raise standards for the immigration laws. I want to keep families together but cannot allow for terrorists to come into America. Make it tougher for immigrants to come to America and tougher security to keep out terrorists. No need for the wall, but any anti-Americanism is not aloud.
3. Get Obamacare out! It is unconstitutional. Medicaid doesn't help either; it is a broken system. Loosen "one-size-fits-all" approach to Medicaid.
4. More cybersecurity against international criminal hacking. More cybersecurity against catfishing.
5. It's time for truth in budgeting & government spending cap. To get America out of debt, set spending caps. Slowly start paying off debts. Start being smart with America's money. It's the people's money. Set budgets that will have checks and balances for specific areas like disaster relief.
6. Leave social security as it is. Leave the retirement age and benefits.
7. Ban gay marriage.
8. Ban all illegal drugs unless medically proscribed.
9. Minimum wage jobs should be kept at \$7.25. If people want more money, they should work harder.
10. Reduce recidivism.

## **Key Messages:**

Nikki Haley's overall campaign is going to be "Let's Breathe Again." The reasons for choosing this slogan and the ideas behind it are:

- She will be a new fresh breath for America.
- She will help bring calmness and peace back to America after the Trump term where He made everything an uproar.
- She is big on letting everything be done in the right calm fashion, stopping and taking a look back from a situation or problem: Breathing then handling it.
- She will make it easier on Americans. Bring their lives time to stop and breathe.
- There will be crisis and things to happen, but "Let's Breathe Again" will be her approach on these as well. In these times, she will be the voice of reason and comfort of Americans.
- This message will work for all her target audience because no matter where you are in life there will be difficulty or things you will need to overcome. America has a lot of difficulties as well and people from all age ranges will be able to relate to this message and Nikki Haley.

## **Target Audiences:**

The target audiences for Nikki Haley's campaign are:

- Immigrants and Family Members Of Immigrants
- Middle Class Americans
- Upper Class Americans
- Lower Class Americans
- All Working Classes
- Non-working Class
- Parents Of Kids Using The Internet
- Doctors and Nurses
- The Oldest Generation That Is Retiring Or About To Retire
- College Students
- LBGT Community

The opponent of Nikki Haley would have the advantage of reaching the following audiences more effectively:

- LBGT Community
- College Students
- Welfare and Lower Class

The opponent would have a better chance of reaching these audiences because when doing my primary research, the college and younger generations did not know her. The welfare class or the people for the welfare system would not agree with her wanting to provide more jobs to lessen

the welfare checks and community. The LBGT community would not agree with her wanting to ban gay marriage. So just having her different views on things would allow for the opponent to have the upper hand on some audiences.

## **Strategies:**

For the older generation, I decided to stick with more traditional media, like television, radio, and newspaper. They tend to be the generation that pays more attention to these forms of media. I know that the audience of the retiring generation or about-to-retire generation watches a lot of news and television. Nikki Haley will appear on a talk show. They also still read the newspaper, so we would communicate with them through more traditional media. We will send emails to Americans as a way to get information out as well as direct mail. I would also do a bill board ad for those to go up around the nation. Also, her logo will be on signs and t-shirts.

For the younger generations, we will use social media to get our messages out and heard. We will use the web since this generation is all about quick and easy. We will set up a website specifically for her campaign. We will make Nikki Haley social media accounts for this generation to follow and keep up-to-date with her and her campaign on these. We will make an Instagram, Facebook, and Twitter for us to send messages. The Twitter will be a constant information flow of a variety of things. The Facebook page will be narrower to just her campaign and her life. The Instagram is where we will get to show her personality through images. Also, the parents of the younger generation will be more prone to use social media as well, so we will reach them through these media outlets too. We live in a world where nearly everyone gets information from the Internet, so we will hold press conferences for journalists to come, and then go release articles on Nikki Haley. This media section of the web and social media is broad reaching LBGT community, working class, college students, and many more.

Overall, all the target audiences could use all of these media outlets to get the information. It is a good idea to do all of these to give the audiences options of how they want to

give the messages. So, it is entirely up to them. We chose to do all types to make it easier and convenient for all audiences.

## **Tactics:**

### 1. Social Media Post

#### a. Targeting:

- i. College Students
- ii. Parents of College Students
- iii. LBGT Community
- iv. Immigrants and Family of Immigrants
- v. Nurses and Doctors
- vi. Middle Class
- vii. Working Class
- viii. Non-working Class
- ix. Upper Class
- x. Latent Publics
- xi. Aware Publics
- xii. Active Publics

#### 1. Facebook, Twitter and Instagram of Nikki Haley for President:

- a. Through all three social media platforms we will keep all the many target audiences up-to-date on things Haley is doing on her campaign trail, things in her personal life and things we don't want target audiences to forget. We would post on all three platforms.

### 2. Speech

#### a. Targeting:

- i. College Students

- 1. This is a speech for college students. This exact one is for the students of Auburn University. Haley wanted to go at the speeches for college student with a unique approach that she cares about them not about the vote.

- 3. Commerical/Video

- a. Targeting:

- i. College Students
    - ii. Parents of College Students
    - iii. LBGT Community
    - iv. Immigrants and Family of Immigrants
    - v. Nurses and Doctors
    - vi. Middle Class
    - vii. Working Class
    - viii. Non-working Class
    - ix. Upper Class
    - x. The Oldest Generation That Is Retiring or About To Retire
    - xi. Latent Publics
    - xii. Aware Publics
    - xiii. Active Publics

- 4. Billboard Ad

- a. Targeting:

- i. Parents of College Students

- ii. LBGT Community
- iii. Immigrants and Family of Immigrants
- iv. Nurses and Doctors
- v. Middle Class
- vi. Working Class
- vii. Non-working Class
- viii. Upper Class
- ix. The Oldest Generation That Is Retiring or About To Retire

5. Logo

a. Targeting:

- i. College Students
- ii. Parents of College Students
- iii. LBGT Community
- iv. Immigrants and Family of Immigrants
- v. Nurses and Doctors
- vi. Middle Class
- vii. Working Class
- viii. Non-working Class
- ix. Upper Class
- x. The Oldest Generation That Is Retiring or About To Retire
- xi. Latent Publics
- xii. Aware Publics
- xiii. Active Publics

## **Implementation:**

For the campaign to work, we must combine the tactics and strategies to produce implementations. As for as implementing Nikki Haley's campaign, we will travel all over the United States doing campaign events. We will go to different states where she will give a speech and also meet and interact with Americans. After the rallies, we will move into the debates. We will have people on her campaign team that is from each state to go around and put up her logo signs on the side of the roads. We will have a campaign headquarters site in each state where these people will be working from. Americans can go there to get these items if they would like. Aside from that avenue of marketing, we will have people to send out emails and send direct mailings. We will need a team of web designers for her website and to keep it up and functioning. Another group of people we will need on the campaign team is social media experts: a group of people assigned to Instagram, Twitter, and Facebook. We will need a team from each state planning the rallies. As for the public relations side, there will be practitioners that are needed in the areas of speech writing, scheduling events, finding talk shows that Nikki can be on, helping with branding, helping with advertising, helping with social media, handling crisis and arguments that arise. We will need a driver and a bus for traveling. We will need people to help with videos, and we will need a photographer. Budgeters helping with money will also be needed. For a presidential campaign to work, it requires a lot of people behind it.

**Budget:**



	Total Projected Cost
<b>Operations</b>	
Salaries	1,500,000,000.00
Voter Files/ Database	\$30,000,000.00
Website	\$40,000,000.00
Gas	\$1,000,000,000.00
Office Space (Include Internet, Rent, Heating exc)	\$60,000,000.00
Fees (Bank, Payment Processing Exc)	\$20,000,000.00
Office Supplies	\$40,000,000.00
<b>Voter Contact</b>	
Direct Mail	\$50,000,000.00
Radio	\$70,000,000.00
Radio Production	\$50,000,000.00
Digital Advertisement	\$1,007,000,000.00
Live & Automated Calls	\$25,000,000.00
Palm Cards/ Business Cards	\$30,000,000.00
Yard Signs	\$40,000,000.00
Large Campaign Road Signs	\$70,000,000.00
U-Posts/Poles and Zip ties for Road Signs	\$20,000,000.00
Banner	\$60,000,000.00
Newspaper Ads	\$50,000,000.00
Volunteer Expenses	\$30,000,000.00
Canvassing (Door to Door)	\$20,000,000.00
Community Meetings	\$30,000,000.00
Get Out the Vote (GOTV Operation)	\$25,000,000.00
<b>Fundraising</b>	
Fundraising Events	\$20,000,000.00
Printing	\$5,000,000.00
Postage	\$2,500,000.00

<b>Letterhead/Envelopes</b>	<b>\$2,000,000.00</b>
<b>Donation Cards</b>	<b>\$3,000,000.00</b>
<b>TOTAL COST</b>	<b>\$2,500,000,000.00</b>

## **Evaluation:**

For measuring the successfulness of the campaign, we will take many things into consideration, including the following:

- We will first determine what success is to us throughout our campaign and what our goal is.
- We will measure the different stages of the campaign: the beginning, first middle, middle, near the end, and end.
- We will compare all of those stages to each other to make sure we are moving forward in the right direction.
- We will combine all of this information of stages into a report.
- We will create a custom dashboard choosing all the methods we want to track and combine them.
- We will track and see what our top social media posts were in order to see what people liked and were receptive to. We will do this for all social media platforms.
- We will keep track of our Instagram story views and likes on post.
- We will keep track of the lifetime of our Facebook ads.
- For Twitter, we will keep track of our followers, likes, and retweets.
- We will measure our brand reputation as well by seeing how people talked about Nikki Haley. We will keep a check on what Americans are saying on their social media accounts.

## **Appendices:**

### **Social Media Post:**

Facebook, Twitter, and Instagram of Nikki Haley for President:

- (1) Nikki Haley visits Auburn University's campus to talk about where she stands on immigration, abortion and many more issues tonight at the Auburn Arena at 7 p.m.
- (2) Today has been a blessed Thanksgiving with my family and friends. #thankful



- (3) Can't wait to vote for Nikki? Make sure your registration is up to date first. Tomorrow at midnight is the deadline to register to vote. This is your America, so update right now!

Speech:

Good Evening Auburn University, and Go Tigers! I would say War Eagle, but I am a graduate of Clemson University so that will have to suffice for me and all of you! (say with humor) If you don't know me, my name is Nikki Haley. I was the U.N. Ambassador, and I am currently running to be your president. I am so excited to be here today with all of you. One of my favorite things to do through my campaign trail is get to come speak and meet all of you. I have a daughter, who is in her freshmen year at Clemson, so I know college is a huge wake up and get your life together, welcome to the real-world call. It is hard, and it is scary. I have been there when I was once in the very season and place you are in now. I am having to watch and help my daughter go through your very season right now. When I decided I wanted to make a stop in Auburn, I was supposed to give you a speech of what I will do if I get elected and what will happen when I enter office. I am supposed to ask for your vote, but I am not going to do that today. If you leave today wanting to vote for me, by all means, please do! I would appreciate that greatly. Sometimes, I can get caught up in the political trail and forget what matters most, and that is you. People matter most. I am here today to tell you that you matter. You have a purpose to fulfill in this crazy big world. I don't want you to give up. Life is hard; situations are hard, but there is light at the end of every dark tunnel. You will make decisions you will regret. I have, but don't let that stop you. If you need to have a pity party for yourself, stop and have a five minute one; then pick yourself up and move forward. Working in the political field has been challenging, and there have been days I just wanted to throw in the towel, but I have had someone in my corner pushing me and cheering for me along the way. There is someone cheering for you! There is always someone for everyone. Sometimes you may just have to dig a little deeper to find them or stop and think to realize who your cheerleader may be. I want you to

leave here today knowing that someone is for you. If you think that there is no one for you, you could not be more wrong because I am for you. I know we don't know each other on a personal level, but I am for each one of you in this arena. I am for your hopes, your dreams and your passions. I want what you want out of life for yourself. Anytime you feel alone or defeated, remember that. Remember that if I, a stranger to you, can be for you, you can and need to be for yourself. That's what I want all of you to receive from today: that someone is for you and for you to believe in yourself. My campaign is based off one slogan, "Let's Breathe Again." That looks different for everyone in life. I want you all to be able to breathe again with comfort knowing that someone is for you and you are for yourself. I will be sticking around after, so I would love to meet all of you that I can. So please come up and talk with me. If you want to hear about my political views and what I think would be best for America, we can talk politics, or if you want to just come by so I can meet you, I would love that. Yes, I am running for president and would love to have your vote, but I would love even more to have you happy and a positive well-being for a positive future. I am on Facebook, Instagram, and Twitter if you would like to connect with me that way. I care for each of you dearly, and I thank you for your time today.

Commercial Video:

TITLE: "Nikki Haley's Let's Breathe Again"

TIME:

APPROX. 1 MIN.

RELEASE DATE: NOVEMBER 1, 2018

RATING: G

Nikki: I fundamentally believe that Americans want paychecks not welfare checks. I believe in pro-life. I believe that marriage is for one man and one woman. I believe Medicare is a broken system. I believe that I can help Americans breathe again.

American: When Nikki Haley was our governor, she helped provide us jobs so I could work.

Nikki's Husband: My wife stands behind the people she cares about most. She is pro-life because someone saved my life.

American: Nikki Haley beliefs comes from a place that was founded on our founding fathers. She wants to keep marriage between a man and a woman.

Nikki: I have seen the dark side of politics, but I have seen the bright side of the people. I care about you, and I care about our America! So "Let's Breathe Again" Together!

Billboard Ad:



Logo:



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“Thanks for Downloading!” *Candidate Boot Camp*<sup>™</sup>, [candidatebootcamp.com/thank-you-lm-dl/?content=Sample%2BBudget](http://candidatebootcamp.com/thank-you-lm-dl/?content=Sample%2BBudget).