CALEDONIA & CO.

CAMPAIGN STRATEGY • COMMUNICATIONS • MANAGEMENT

NOT THE SAME OLD CAMPAIGN.

Thoughtful strategy. Authentic stories. Real results.

WHAT MAKES CALEDONIA & CO. DIFFERENT

Caledonia & Co. brings a fresh, strategic approach to campaign consulting, combining real-world experience, thoughtful strategy and a deep understanding of what resonates with voters. Every campaign is different, and so is our approach.

STORY FIRST

Before we talk tactics, we get to know you — your background, your values, and why you're running. Your story is the foundation for everything we do.

NEVER COOKIE-CUTTER

Every candidate is different. Every campaign should be, too. We create strategies tailored to your unique goals, community, and voters.

CURRENT, NOT PREDICTABLE

We watch communication trends, study what works now, and look beyond traditional campaign formulas to reach people in meaningful ways.

CONNECTED

Every piece — mail, digital, media, events, and messaging — works together to tell one cohesive story.

PERSONAL

We treat every campaign like it's our own, because your success matters.

Rooted in Values. Focused on Results.

HOW WE CAN WORK TOGETHER

From strategy to execution, Caledonia & Co. provides the expertise, creativity, and hands-on support to help you run a successful campaign.

CAMPAIGN STRATEGY

Build a Strong Foundation

We help you define your message, identify your priorities, and develop a strategic plan tailored to your campaign.

- Campaign planning and timelines
- Message development and positioning
- Voter and community engagement strategy
- Issue research and policy messaging
- Guidance on endorsements and outreach

COMMUNICATIONS & CONTENT

Tell your story. Reach the right audience.

We develop clear, authentic, and consistent communications that connect your campaign with voters across multiple channels.

- Press releases and media relations
- Speeches and talking points
- Social media strategy and content
- Email communications
- Voter communications and direct mail content

CREATIVE & DIGITAL

Build a distinctive, recognizable campaign.

We create compelling visuals and digital content that bring your campaign to life and ensure a consistent, professional identity.

- Campaign branding and visual identity
- Print and digital campaign graphics
- Direct mail design and production coordination
- Website content and updates
- Digital advertising creative and campaign content

CAMPAIGN MANAGEMENT

Keep your campaign running smoothly.

We provide hands-on coordination and day-to-day management so you can focus on connecting with voters and delivering your message.

- Campaign scheduling and coordination
- Vendor management and communication
- Event planning and logistics
- Volunteer and supporter coordination
- Ongoing campaign oversight and execution

ENGAGEMENT OPTIONS

PROJECT-BASED SERVICES

Focused support for specific needs, from individual projects to targeted communications.

MONTHLY CONSULTING

Ongoing strategy, communications, and campaign support tailored to your goals.

CAMPAIGN PHASE PACKAGES

Comprehensive support for petition period, primary election, and/or general election.

Customized proposals based on campaign needs and scope.

LET'S TALK ABOUT YOUR CAMPAIGN.

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