**Managing a Political Campaign Key Terms**

Campaign Consultant – a private-sector professional who sells to a candidate the technologies, services, and strategies required to get that candidate elected

Campaign Manager – the individual who travels with the candidate and coordinates the campaign

Communications Director – the person who develops the overall media strategy for the candidate

Finance Chair – the individual who coordinates the financial business of the campaigns

Hard Money – campaign contributions that are regulated and limited by the Federal Election Committee (FEC)

Matching Funds – donations to presidential campaigns whereby every dollar raised from individuals in amounts less than $251 is matched by the Federal Treasury

Political Action Committee (PAC) – an officially registered fund-raising organization that represents interest groups in the political process

Press Secretary – the individual charged with interacting and communicating with journalists on a daily basis

Public Funds – donations from general tax revenues to the campaigns of qualifying presidential candidates

Soft Money – campaign contributions that are not regulated or limited by the Federal Election Committee (FEC)