



SIX STEPS TO PREPARE FOR A RUN FOR OFFICE

Running for office will be one of the most rewarding and challenging experiences of your life. When you run for office you put your name on the line – literally on the ballot - and the point is to win! Though by no means a comprehensive list, the six steps outlined below will best prepare you before you become a candidate.

Whether you think you can make a positive difference at the local school board or city council, the state legislature, or higher office, America needs solid candidates willing to step up to the plate and run for office. There is a vast network of organizations willing to help you begin the steps to becoming an effective candidate.

Step 1: Complete a Self-Assessment

Take stock of your life at this moment. Before you decide to run you need to be able to answer a definitive YES to the following five questions:

- 1) Do you have Family and Employer support/ permission?
- 2) Do you have the Time?
- 3) Do you understand what it will take to run and win a campaign?
- 4) Do you have a grounded belief system?
- 5) Do you really want this?

Step 2: Conduct Self-Research

If there is dirt out there on you, we promise your opponent will find it. Save yourself a lot of grief by taking stock of who you are. What's online about you? Know the good and bad stuff. This isn't about being perfect, but it is about being honest with yourself and it's about winning. Attacks from your opponents will come down negatives in your Education, Business/ Employment, Financial, and or Personal issues. If you cannot answers for these negatives, do not bother running. If you have overcome problems, learn how to explain them. Voters are very forgiving, but they do not tolerate liars and the cover-ups almost always bring down candidates

Step 3: Go To Campaign School

Running for office is not rocket science, but there are tricks of the trade you need to learn to be most effective as a candidate. Learning the best campaign strategies and tactics that are proven to be the most efficient in engaging people and winning votes will save you valuable time and money. Training programs range from online webinars, to one weekend trainings for a campaign primer, to multi-month long programs that are more comprehensive. Contact Progressive Majority and we can help find you a candidate training program that best fits your schedule and needs.

*Written content provided by Progressive Majority
Learn more at www.grassrootsthefilm.com*



Step 4: Learn Your District

Winning an election is a numbers game. You need one more vote than your opponent. Here are questions you need to find answers to:

How many votes do you need?

How much money did the winner of the last election raise?

How many doors do you need to knock?

How many volunteers do you need to complete all campaign activities?

In addition to this, you need to understand the type of voters, demographic, ideology, party leanings of your district. Most of this information is available from public sources, you just need to do a deep search to find it.

Step 5: Build Your Reputation and Expand Your Network

Political campaigns are a people business. There are key leaders in the community that can help connect you to more people. The more people you know helps introduce you to more people. The more people you know the more people you can go to ask for campaign contributions and votes. Ask yourself the following questions:

- 1) Are you in the best job to convey credibility and best prepare you for office? If not, can you change jobs and have one that improves credibility and reputation?
- 2) How big are your lists of people you know and know you? (Facebook, holiday cards, etc.) What can you do to grow them?
- 3) What appointments or civic volunteer opportunities can you accept that give you an opportunity to build your reputation?
- 4) Who are the opinion leaders in your community? How do you meet them?
- 5) What organizations should you join to become better informed, demonstrate your leadership, and meet others?

Step 6: Start as Early as Possible

Campaigns have three core inputs: Time, Money, and People.

There are things you can do raise more money, and engage more people, but you cannot create new time. The earlier you state the process of preparing for a run for office the better position you will be in to raise more money, recruit more supporters, and earn more votes.