

## Planning to Run for Office

### *Critical First Steps*

The road to victory is long and difficult, but having a plan will make sure that your campaign has all the components of a winning campaign. Various phases of your campaign will require a focus on different activities that all have the goal of getting you across the finish line in November. Here is a quick list of things you should do immediately after deciding to run for office.

- Basics
  - Spend time using the 'Why I'm Running' worksheet (attached) and develop a brief but compelling pitch about your candidacy. Try it out with friends or family before using it with outside groups. This pitch will likely change over time, but initial conversations about your candidacy will be improved if you have something compelling to say!
  - Talk with your family or closest friends and get their support.
- Fundraising
  - Create a list of at least 100 friends and family who would support you in a campaign, either by donating their time, door knocking, or giving donations to your campaign
  - Set up a PAC and hire a treasurer
  - Call your friends and family to reconnect, say hi, and let them know you're planning to run for office
  - Set up a system to keep keep track of all your calls and notes
- Field/Outreach
  - Create a list of community leaders (think of small business owners, teachers, non-profits, unions, farmers, moms/dads, community leaders, Democratic leaders, maybe elected) in all the cities in your district. Meet with the local Democratic party leaders to let them know you're running
  - Call local leaders and tell them that you are getting in the race. Ask to meet to hear about their priorities and get to know each other
  - Set up a system to keep keep track of all your calls and notes
- Staff/Planning
  - Find interns/volunteers to help (can be family and friends)
  - Consider hiring staff or a consultant based on your budget and plan
- Materials:
  - Set up campaign Facebook page
  - Set up website
- Announce your candidacy! Work with your team to determine the best way to publicly announce and celebrate your campaign.