

**DEMOCRACY
FOR AMERICA**

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So You Want to Run for Office?

Making the Decision and Launching Your Run

March 9, 2017

Can't hear?

Call: (213) 929-4212 - access code 391-590-745



Welcome

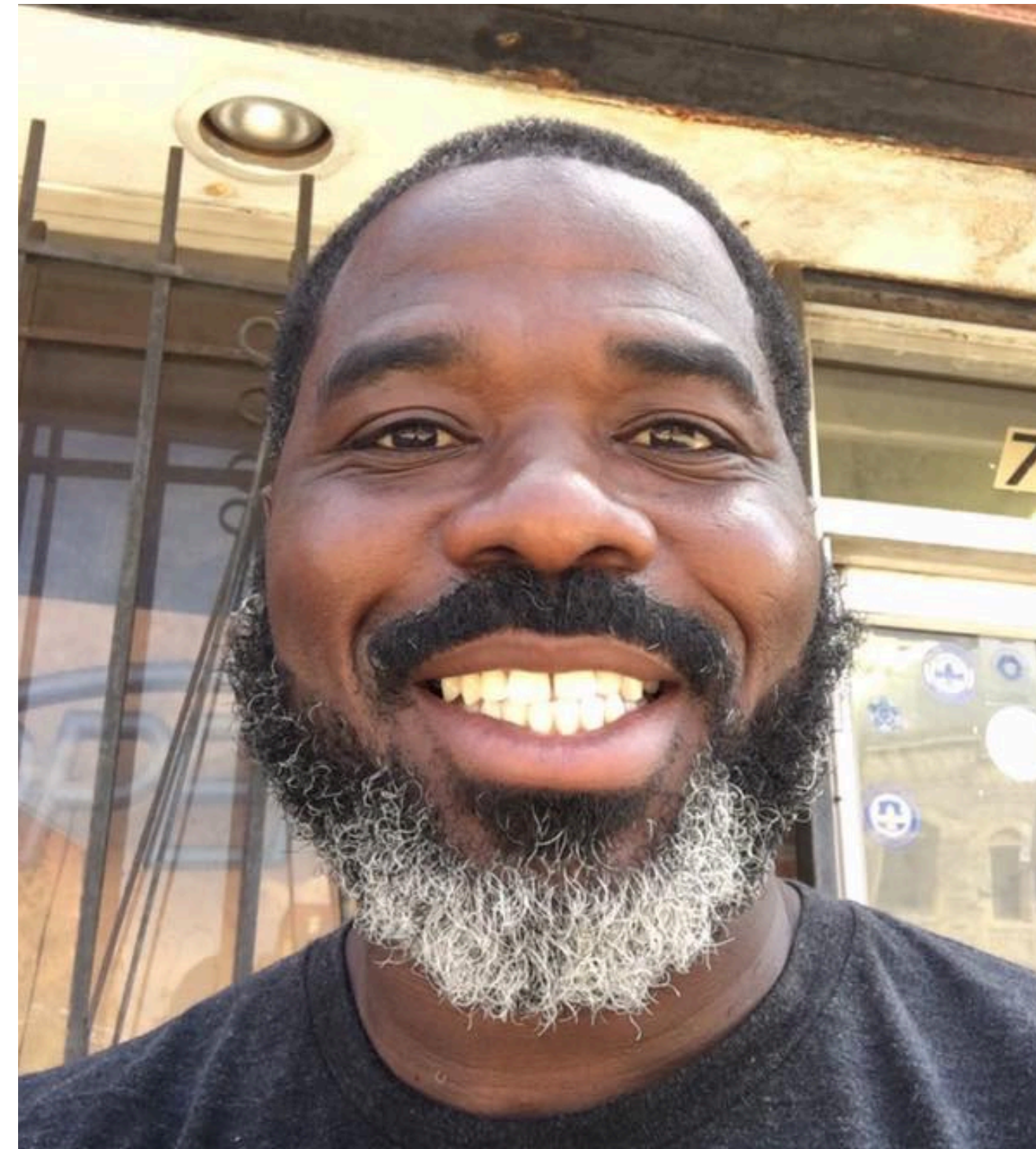
- ★ What are night schools?
- ★ Why now?



Tonight's Trainers



Alejandro Chavez



Mondale Robinson



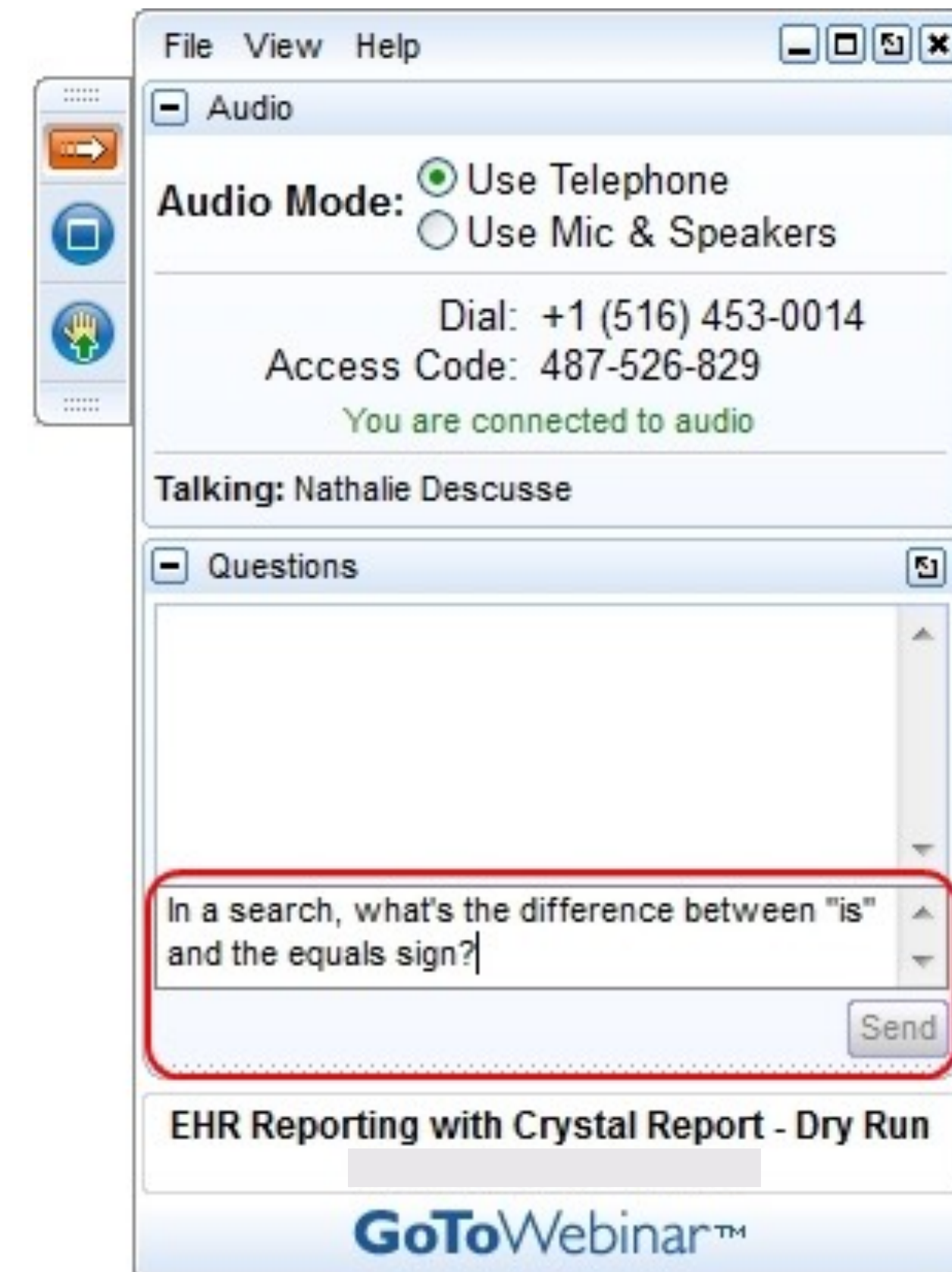
Ruby Reid

Agenda for Tonight

- ★ Welcome!
- ★ Political Update and Cities Campaigns featuring BART Board Director Lateefah Simon
- ★ Considering and Launching Your Run
- ★ Q and A
- ★ Wrap up

How to Ask Questions

If you would like to ask a question, you can enter your question in the box on your GoToWebinar tool panel.



Lateefah Simon, DFA-endorsed BART Board Director, District 7



Cities Are Bastions of Resistance

- ★ Local elected leaders can protect the community's most vulnerable members
- ★ We must elect and support bold progressives at the local level because they're where we can defend against the worst coming from the Federal level.
- ★ Local elected leaders can change lives by:
 - ★ Enacting sanctuary protections, such as preventing coordination with ICE
 - ★ Raising minimum wage
 - ★ Improving working conditions and protections for working families
 - ★ Investing city funds in socially responsible ways
 - ★ Reserving funds to cover services that will be impacted by Federal funding cuts
 - ★ And more!



DFA's Reflective Democracy Project

These are just a few examples of the cities and counties where we deeply invested in candidates for the 2015 and 2016 cycle.



DFA Support for Local Progressive Champions

Our endorsement packages are tailored to each campaign, and may include:

Strategic Advice

Training & Organizing Support

Financial Support

Communications and Messaging

Volunteer Recruitment & Development

Donor Cultivation & Call Time Training

Embedded DFA Staff and/or Interns

**Field Plan Development and
Implementation**

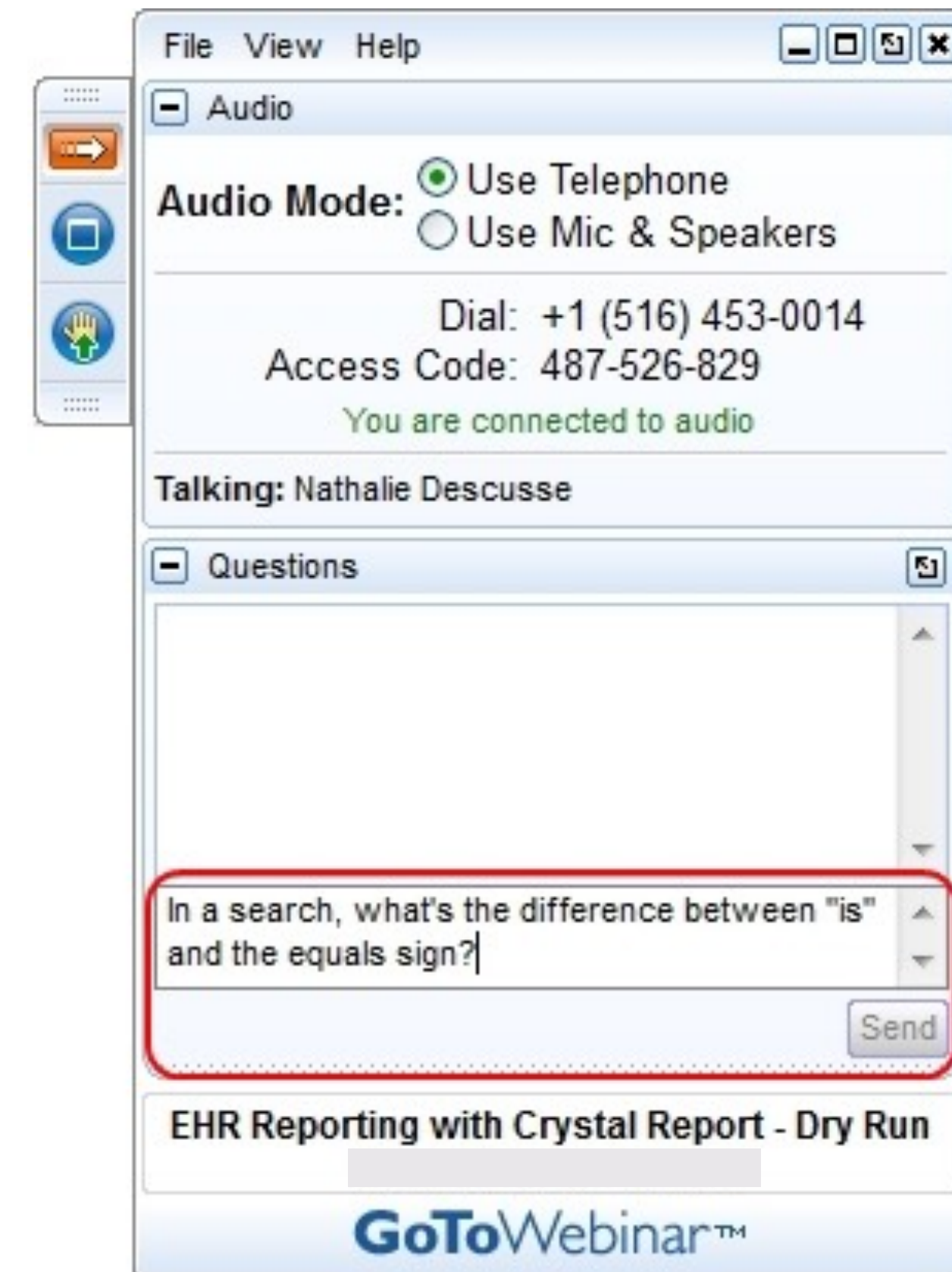
Social Media Training & Support

**Data Management & Voter Targeting
Consulting**

Questions for Lateefah & Ruby

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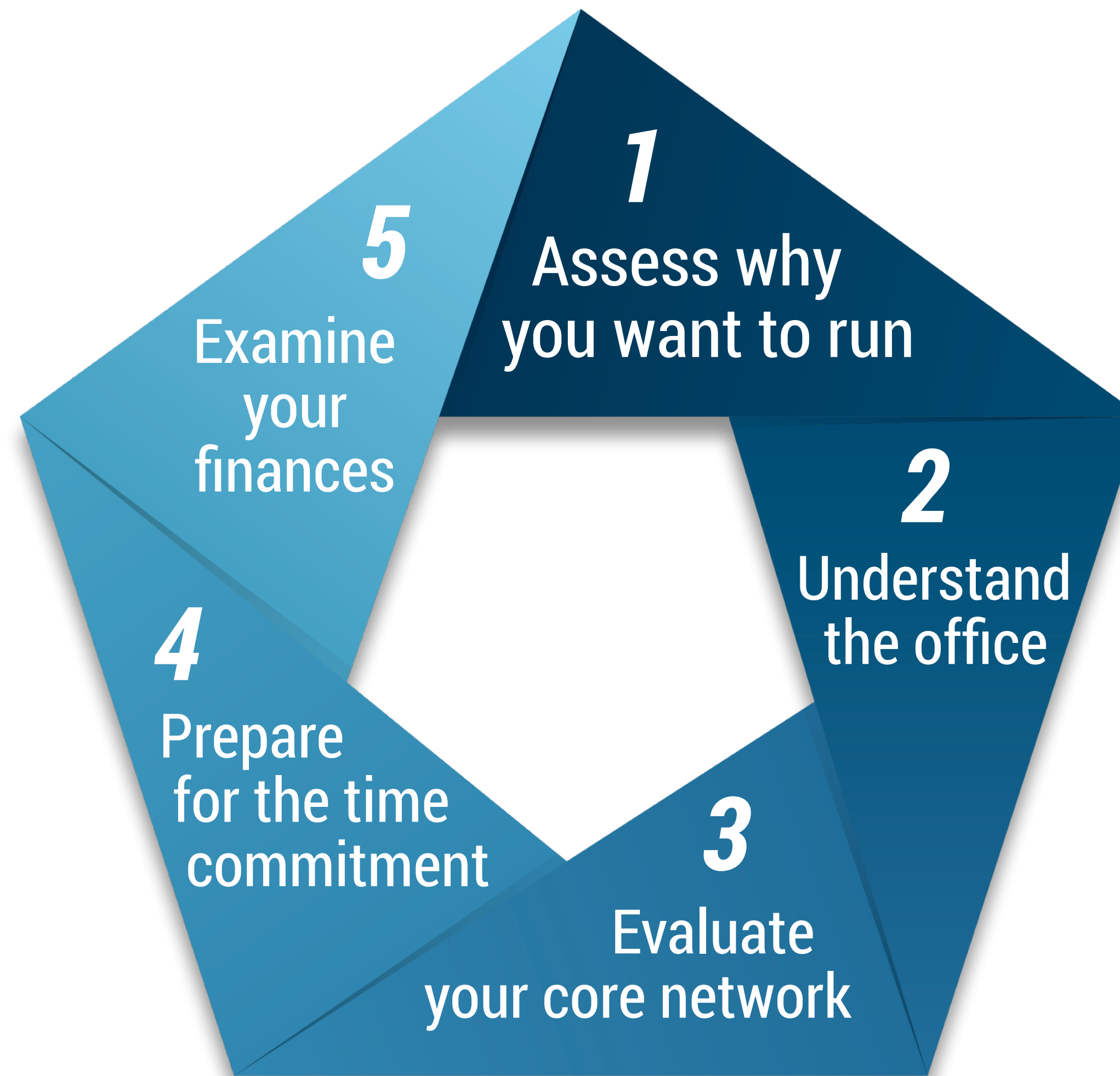
If you have more questions after this training, especially if you're considering a run for local office or you're already running, please contact Ruby at **(802) 651-3220** or ruby@democracyforamerica.com



Running for Office Is...

CONS	PROS
Time consuming	Hugely Rewarding
Labor intensive	Meaningful
Financially expensive	Impactful
Emotionally Intense	Emotionally Intense

5 Things to Do as You Consider Your Run for Office



Why Do You Want to Run?

- ★ Why are you called to do this work?
- ★ What unique skills and strengths do you bring to the table?
- ★ What are your weaknesses?
 - ★ Areas where you'll need to improve or grow to run and win?
- ★ What are you fighting for?
 - ★ What will wake you up in the morning?



Understand the Office

- ★ What are the core responsibilities of the role?
- ★ Who has done the job well?
 - ★ What previous officeholder or elected official do you admire?
 - ★ What does success mean?
- ★ What are the technical requirements of the role?
 - ★ Part or full time?
 - ★ Age, residency, previous experience?
 - ★ Nonpartisan or partisan?



Evaluate Your Core Network

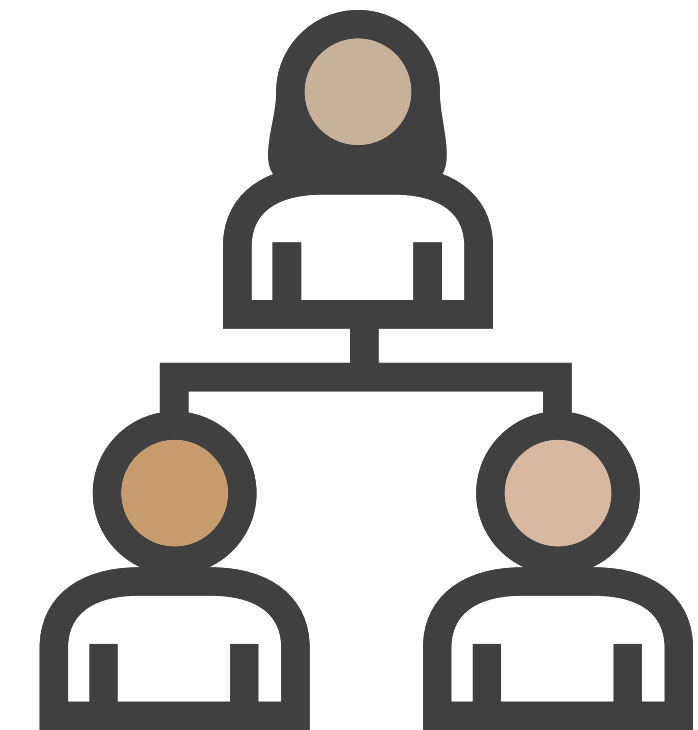
★ Your family

- ★ How do they feel about your run?
- ★ What questions, hopes, and challenges will they have?

★ Your friends, community, and colleagues

- ★ How do they feel about your run?
- ★ What do you need to plan for?

The core network is a decision-making factor, a reality check, and your base of early support as the foundation of your campaign



Prepare for the Time Commitment

- ★ Career: How will this impact your job and work commitments?
- ★ Will the campaign be part time or full time? How about the elected office?
- ★ Plan at minimum for full evenings and weekends - with more closer to Election Day
- ★ The more competitive, the more time-consuming it will be to win



Examine Your Finances

★ Review your Finances

- ★ Taxes?
- ★ Outstanding parking tickets, fines, debts, and fees?

★ Project the cost of the run:

- ★ Personal
 - ★ Leaves of absence from work
 - ★ Increased childcare expenses
 - ★ Personal financial investment in the race
- ★ Overall budget:
 - ★ How much will the campaign cost to win?
 - ★ Review comparable races and budgets



The Logistics: Launching Your Run

★ Get on the Ballot

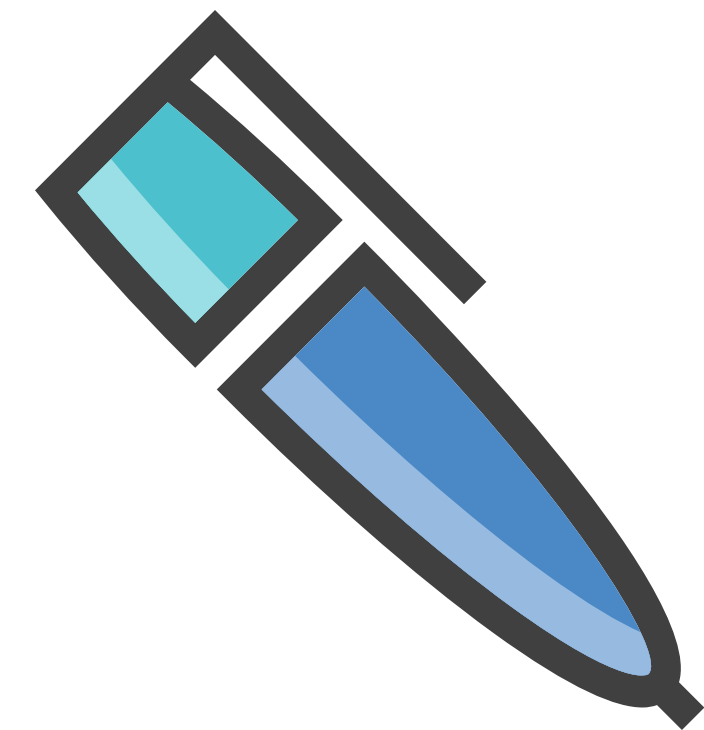
- ★ Know the number of signatures required
- ★ Collect more signatures in case any are disqualified

★ Find a Campaign Treasurer

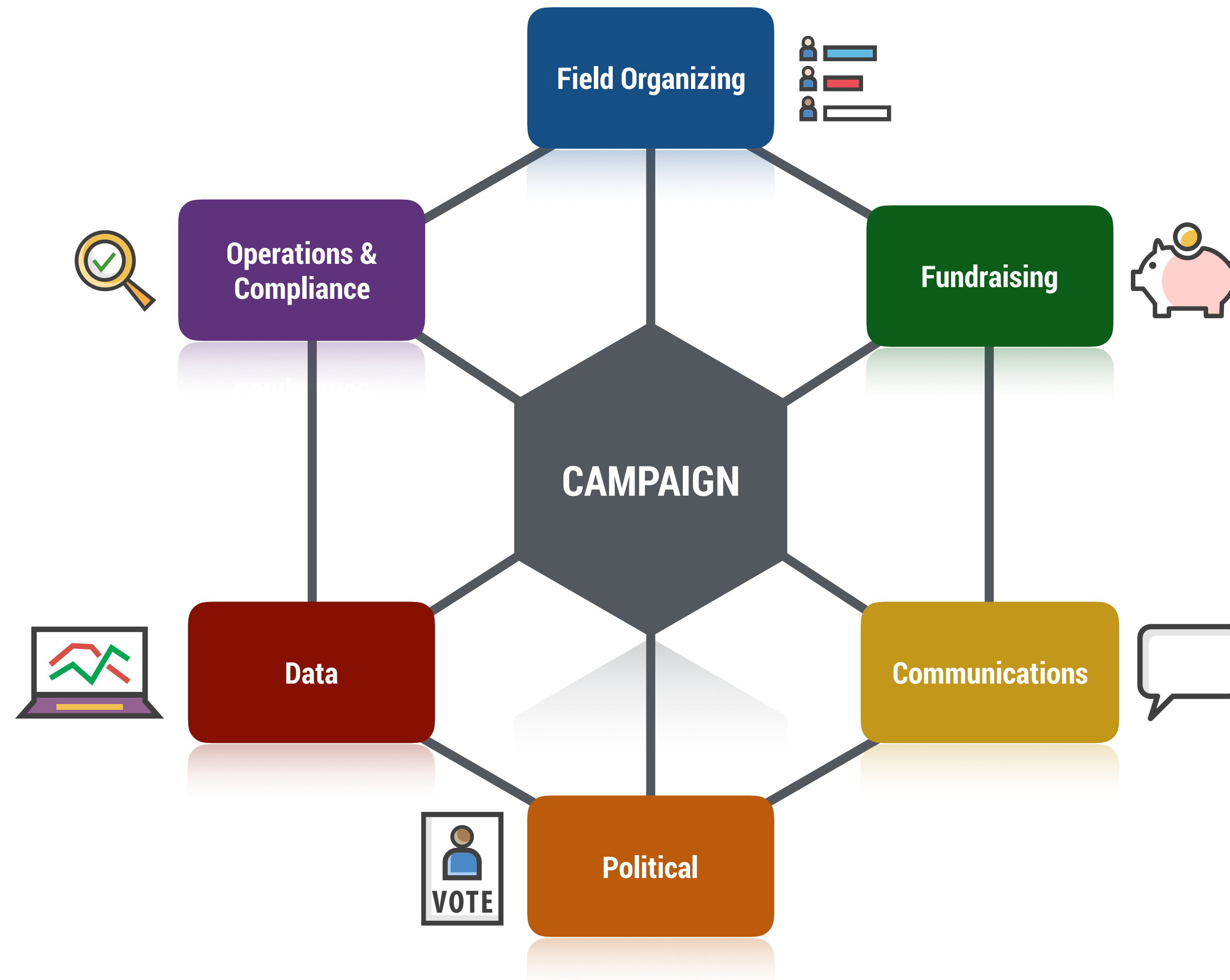
- ★ Legally responsible for campaign finances
- ★ Can sign checks for the campaign
- ★ You, as the candidate, ***should not*** your be own treasurer

★ Designate a campaign committee and name

- ★ Will show up on all material and websites
- ★ Make it intuitive, clear, and memorable
- ★ Don't overthink it

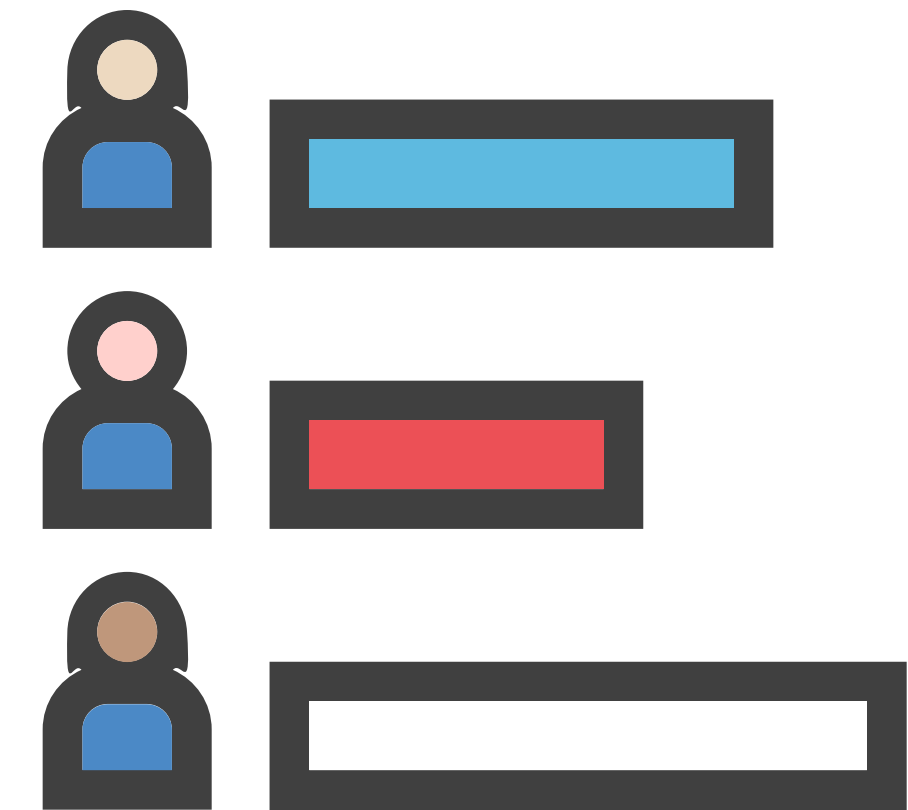


Launching Your Run: Making the Campaign Plan



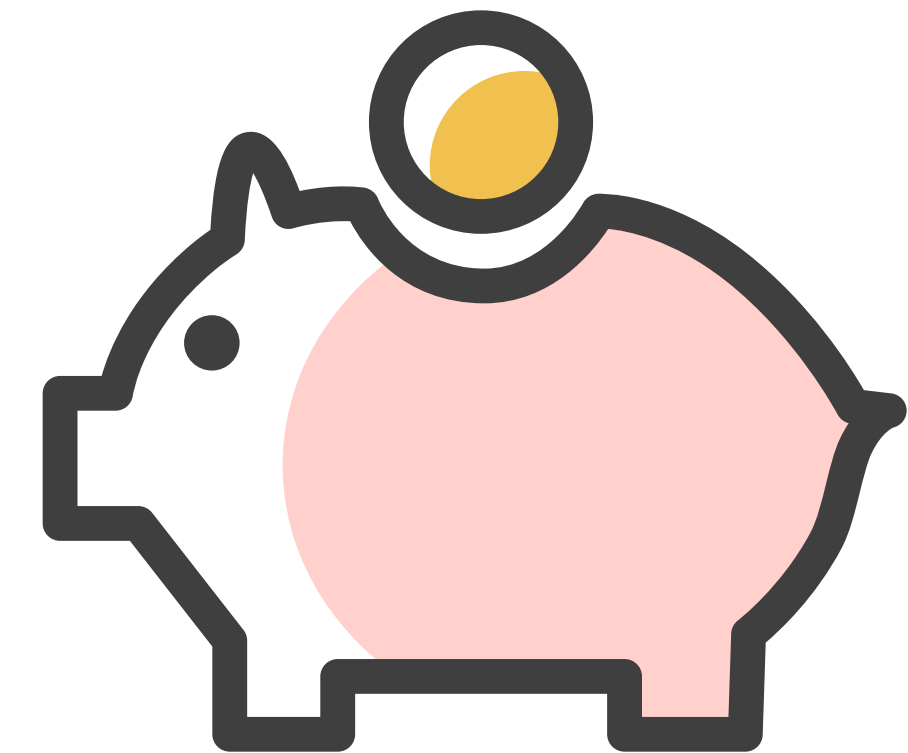
Your Plan: Field Organizing

- ★ Drive on-the-ground voter contact that includes canvassing, phone-banking, and other local events
- ★ Creating a “universe” of properly targeted voters
- ★ Creating and managing grassroots leadership teams of volunteers



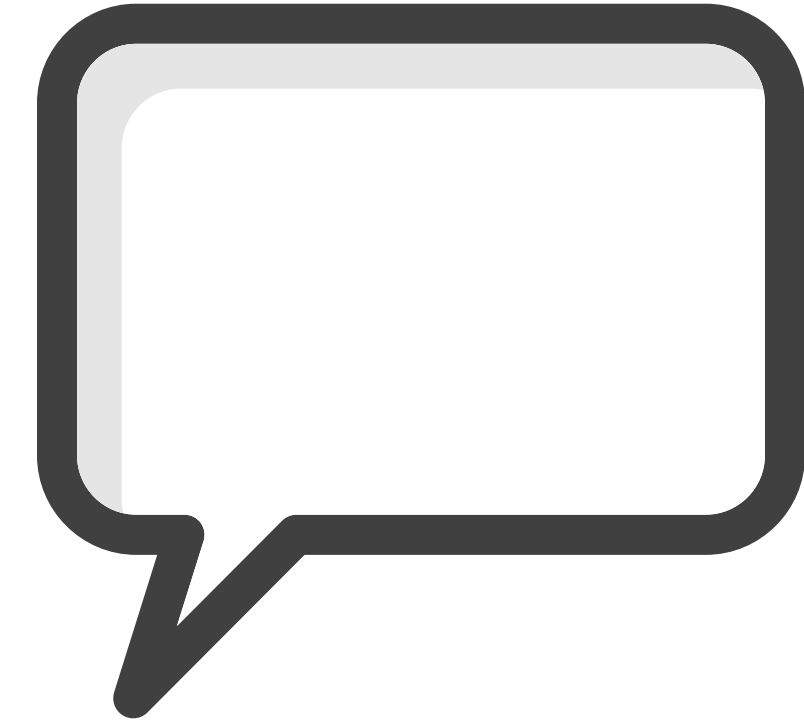
Your Plan: Fundraising

- ★ Responsible for campaign's financial goals and roles
- ★ Ensure campaign has enough money to operate effectively and win
- ★ Manage all techniques used to raise money (i.e. call time, online donations, events, direct mail - with call time as the priority)



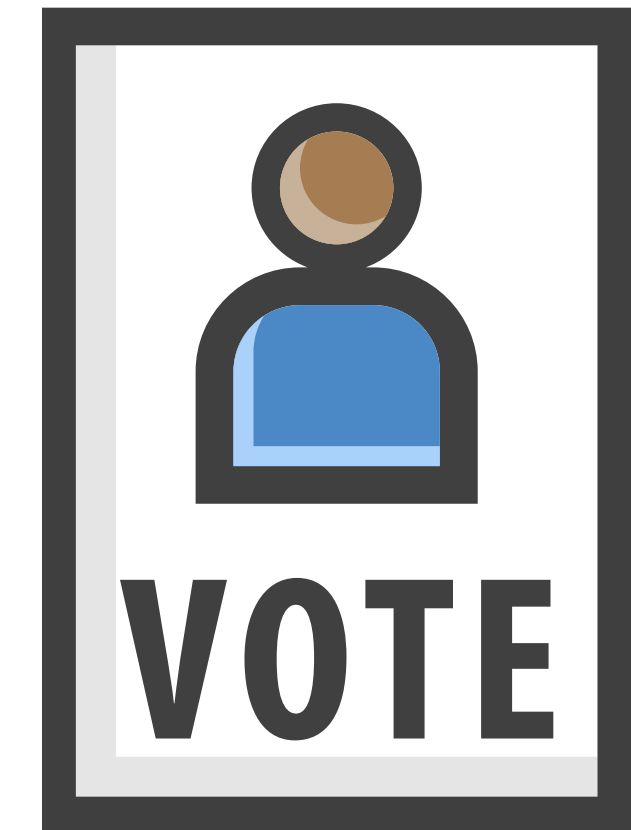
Your Plan: Communication

- ★ **Oversee earned and paid media tactics and build relationships with local and national press - TV, print, and radio**
- ★ **Responsible for campaign's message, image, rapid response**
- ★ **Manage social media and digital presence**
- ★ **Train both the candidate and staff or volunteer leaders in strong shared message**



Your Plan: Political Outreach

- ★ Research and develop policies for specifics of campaign platform
- ★ Build out campaign's network of partner organizations for endorsements - labor, environmental, progressive, reproductive rights, and more
- ★ Opposition research in partnership with Communications Team



Your Plan: Data

- ★ Data is the lifeline of campaign and must be both accurate and timely
- ★ Have a rigorous system in place about entry of data
- ★ Must have quality assurance measures in place



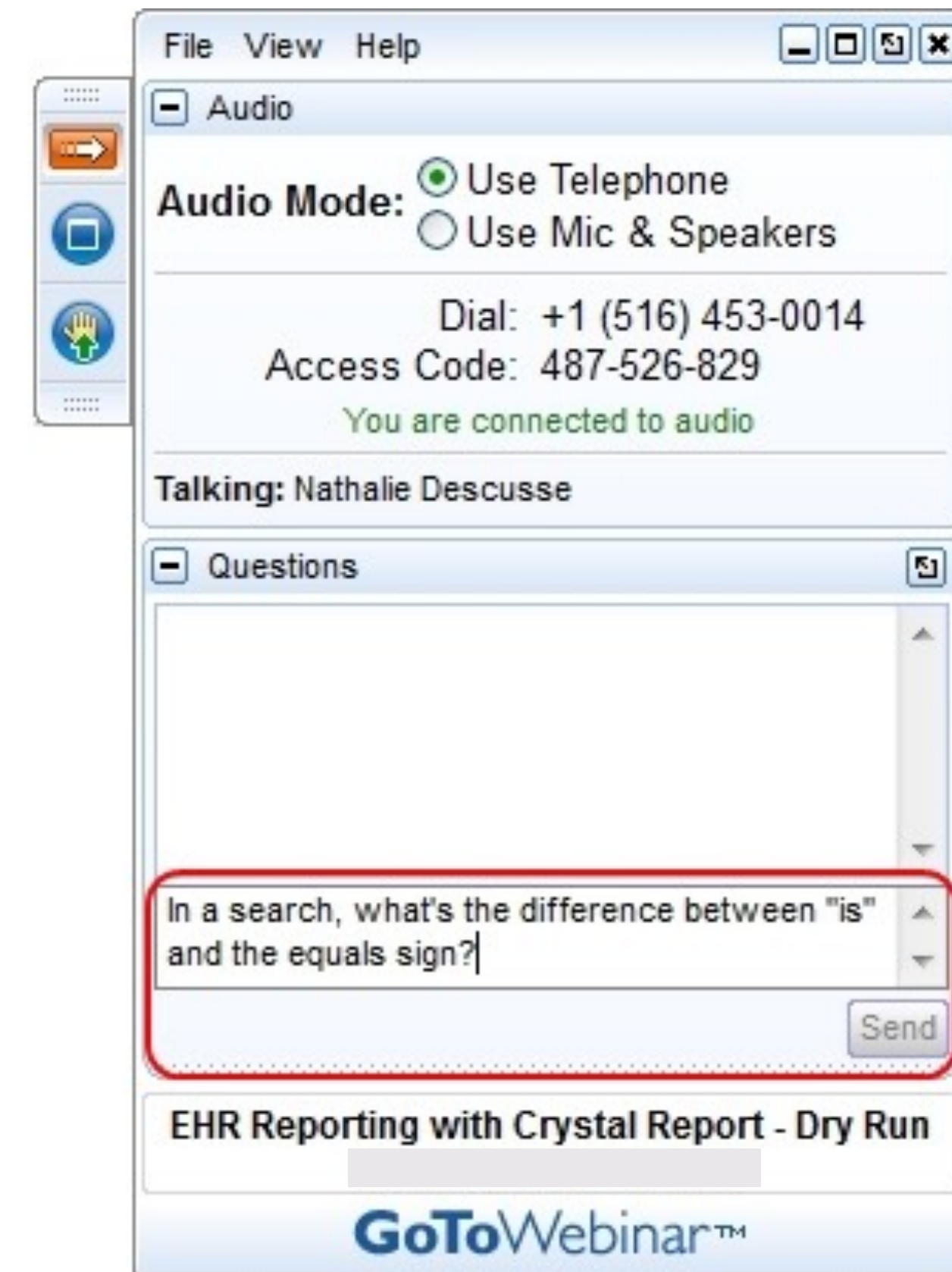
Your Plan: Operations and Compliance

- ★ Essential function is to manage finance compliance and workflow around compliance deadlines
- ★ Create, submit and file required disclosure reports, often working closely with Fundraising/ Finance teams
- ★ Staff, vendors, hiring and human resources paperwork



How to Ask Questions

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Wrap Up

- ★ Preparing to run
- ★ Launch your campaign
- ★ Homework
- ★ Movie Night
 - ★ Join friends and neighbors next week at a screening near you... or host your own!
 - ★ Visit <http://DemocracyForAmerica.com/selma> to find a local event or make your own!

