Running a Political Campaign: 101

Maryli Secrest
Why are you running for office?

- Why you?
- Why now?
- Why this office?
- What are your core values and vision?
First steps

- Identify a treasurer
  - Visit SOTS and SEEC websites for important dates and treasurer training opportunities.
- Identify and engage your “kitchen cabinet”
- Identify staff and campaign structure
Know the background of your race

- Know your district.
  - I.e. the physical boundaries, registration numbers and electoral history, demographic information and money spent in past elections

- Know your election.
  - I.e. how will top of ticket and slate candidates affect the race, what outside resources are available, are there other local or national issues that could affect the race?
Identify Messaging

- Create your “elevator pitch.”
- Identify the theme of your campaign.
- Identify issues and platform.
- Conduct research and polling when able
- Complete messaging box exercises!

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<th>What I say about me</th>
<th>What my opponent says about herself</th>
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Messaging should be Concise, Clean, Consistent, Convincing and Contrastive
Identify Vote Goal and Win Number

- Calculate projected voter turnout - average of turnout of past 3+ relevant elections (if possible)
- Registered Voters x Projected Voter Turnout = Expected Vote
- Expected Vote ÷ 2 + 1 = Your Win Number!
Targeting and Field Tactics

- Three methods - Targeting using geographic trends, targeting using voter history, and targeting using polling data
  - Some databases have helpful “scores” for voters
- Recruiting surrogates, volunteers and field staff
- Phoning and door knocking
- Visibility
Communications

- **Earned media**
  - Social media
  - Letters to the Editor
  - Press advisories, releases and events

- **Paid media**
  - Direct mail
  - Radio and newspaper ads
  - Digital
  - Television
Develop a plan

- Consolidate field and communications plans
- Write a fundraising plan and budget
- Write a timeline and stick to it!
- Trust your instincts, stay true to your vision, and have fun!