WHAT’S NEXT?
Running a Successful Political Campaign

YOU Are Best Prepared for Higher Office
- County Commissioner
- State Representative
- State Senator
- Congress
- U.S. Senator
- Statewide Office
- Governor
- DON’T LIMIT YOURSELF

FIRST, ASK YOURSELF…
WHY do I want to seek higher other office?
Before you file…
Get organized!

FINANCES
Raising money to promote your campaign
Finances: Raising Money for Your Race

- Regardless of the office you seek, you'll need money to fund your campaign
- Campaign literature
- Website
- Staff
- TV, Radio, Digital
- Hosting events
- Asking friends and family

Grassroots: Engaging with your community and selling your brand

- Talk to your constituents!
- Talk to people locally
- Host coffees, meet and greet events
- Town halls
- Tele-town halls
- DOOR TO DOOR
CAMPAIGN TEAM
Surrounding yourself with people who will give it to you straight...and know what they are talking about!

The Team: Say “No” to “Yes (Wo)Men”
- Surround yourself with people who will give you an honest assessment of your chances
- People who have your best interest at heart
- Staff who have the knowledge, experience to get the job done

KNOW THE ISSUES
“What do I want to be an elected official?”
Know the Basics; Become an Expert

- Local issues
- School district issues
- State issues
- School funding
- Transportation
- Medicaid
- Federal issues
- Medicare
- Social Security
- Immigration

POLLING

The Path to Victory: “Can I win this?”

Polling: Determining the Path to Victory

- Assess the overall landscape
- Who are your opponents? What do you know about them?
- Who are your supporters? How strong is their support?
- What type of campaign will they run? What type of campaign will you run?
- How will the national political landscape shape your race?
MEDIA, SOCIAL MEDIA and DATA

Use your dollars wisely to spread your message, be informed

Data & Media: Communicating to the Correct People

- Talking to the right voters
- Communicating your message to the electorate
- Don't assume people know who you are
- Use data you gather through grassroots to continue communicating through Election Day

ENDORSEMENTS

Third-party Validation of YOU
Endorsements: Who Wants Me to Serve?

WHAT'S NEXT?
WIN!