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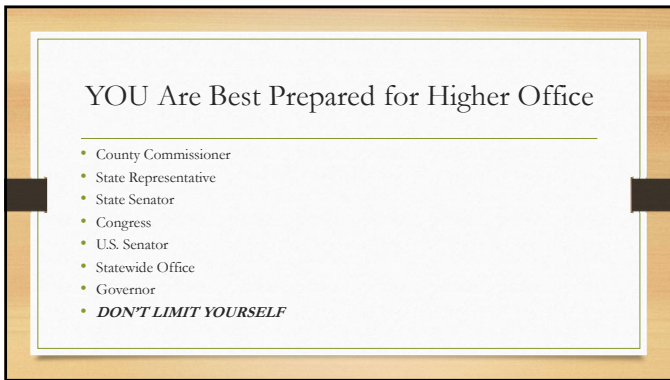
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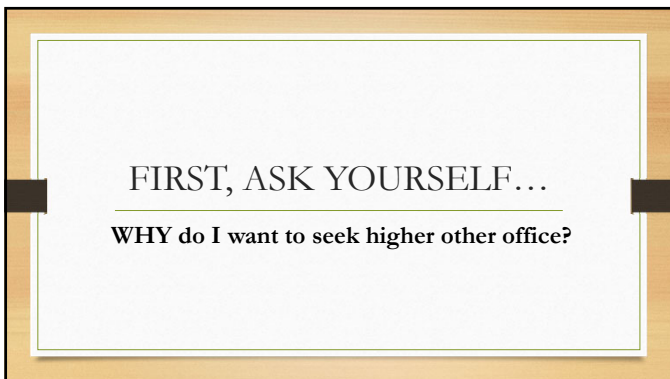
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*Before you file...*  
**Get organized!**

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**FINANCES**  
Raising money to promote your campaign

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**Finances: Raising Money for Your Race**

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- 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

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**GRASSROOTS**

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Engaging with your community and selling your brand

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**Grassroots: Talk to your constituents!**

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- Talk to people locally
- Host coffees, meet and greet events
- Town halls
- Tele-town halls
- DOOR TO DOOR

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**CAMPAIGN TEAM**

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Surrounding yourself with people who will give it to you straight...and know what they are talking about!

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**The Team: Say “No” to “Yes (Wo)Men”**

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- 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

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**KNOW THE ISSUES**

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“What do I want to be an elected official?”

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Know the Basics; Become and Expert

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



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POLLING

The Path to Victory: *"Can I win this?"*

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**Polling:** Determining the Path to Victory

- Assess the overall landscape
  - Who are your opponents? What do you know about them?
  - Who are their 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 seep into your race?

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**MEDIA, SOCIAL MEDIA  
and DATA**

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Use your dollars wisely to spread your message, be informed

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**Data & Media: Communicating to the Correct People**

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- 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

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**ENDORSEMENTS**

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Third-party Validation of YOU

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