



WIRE *for* **Women**

After the Election

Elected or not, below are some suggestions, especially if you are considering running again in the future.

Keep a skeleton organization in place. Recruit your best volunteers to help you:

- Maintain your web page and social media presence
- Maintain all other records
- Organize social events
 - A few events a year to update people and keep them involved
 - Publicize these on your website and with press releases.
- Plan and track fundraising
 - To raise money when you're not under pressure
 - To have a head start for your next campaign
 - To keep your financial supporters aware of you
 - To socialize with your financial supporters

Keep your website up and refreshed. Your website provides:

- Current news related to you and says what you're doing
- Repository of resources (easy to gather/update)
- Place for your side of the story on any current issue
- Place to let people know what you're doing when they don't see you

Thank everyone who helped -

- Hold a large thank you event for anyone who helped - via Zoom or any other means
- **Thank Donors** - Hold a separate thank you event, possibly more formal, for donors and campaign contributors

Organize and Store Physical Resources for future use; e.g. signs, literature

- Store at your home or a volunteer's
- Take down any lawn signs you have put up. Leaving campaign signs after the election can be upsetting.