



ISSUES THAT MUST BE ADDRESSED TO RUN AN EFFECTIVE CAMPAIGN

WIRE will offer workshops on these topics in 2020,
and/or candidates can request Mentor assistance

1. **Paperwork:** Understand and complete your filing, bank accounts, and financial reporting requirements
2. **Organizing a Campaign**
 - a. Determine the number of votes needed to win: targeting and demographics for Voter Contact Plan
 - b. Learn your district current political environment and where you position yourself in it
 - c. Clarify your vision: Why are you running? What changes do you wish to make?
 - d. Create your campaign budget
 - e. Create your campaign ethics statement
 - f. Create a campaign timeline, including parties responsible for each activity
2. **Build a Campaign Team**
3. **Create a Fundraising plan**
4. **Marketing: Raising candidate profile**
 - a. Design and print campaign materials
 - b. Design and publish your website
 - c. Create social media pages and profiles for your campaign
 - d. Press relations and speaking engagements
 - e. Create and practice your candidate elevator speech and public speaking
 - f. Seek and leverage endorsements
 - g. Leverage existing networks