

Learn how to Run for Office in 60 Minutes

July 25, 2019

In partnership with



AMERICAN **BAR** ASSOCIATION™

Young Lawyers Division

What we'll cover

- **Run for Office**—How to discover the positions for which you're eligible
- **Case studies**—'Long shot' successes and campaign wins
- **The campaign arc**—Pre-campaign work and campaign launch
- **Infrastructure**—The digital tools you need to run a campaign
- **Who we are**—How we can help

Key definitions

- **GOTV** = "Get out the vote" efforts aimed at increasing the voter turnout in elections
- **Precinct** = everyone whose ballot goes in the same box, it can be as small as a few blocks
- **District** = everyone who has the same representative(s) in some body
- **Phone Banking** = political campaign strategy to collect voter data and get out the vote.
- **Canvassing** = the systematic initiation of direct contact with individuals
- **Turf cutting** = the process of defining customized boundaries on a map
- **Voter file** = a list of all the registered voters in your district
- **E-day** = election day

How to find the offices you're eligible for





Run for Office

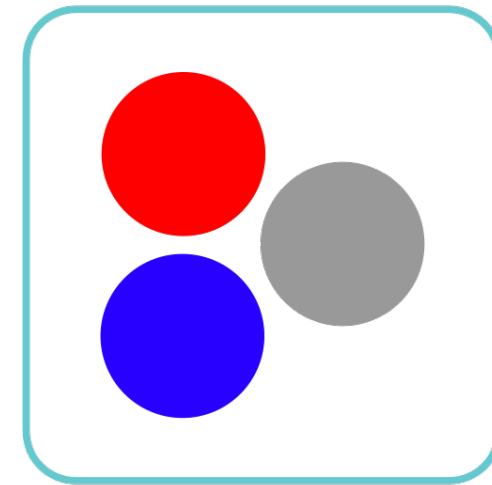
The world needs more and better leaders. Could you be one of them?
Check us out at runforoffice.org



RunForOffice.org

- Free database allowing you to find the offices for which you are eligible to run
- Surfaces elected offices, filing window deadlines, and election dates
- Offer a free Course "How to Run for Office"
- Get a free voter file with all the voters in your district

Run for Office Partners



The NEW AMERICAN
LEADERS PROJECT



**RUN FOR
SOMETHING**



fwd.us



What does it take to run for office?

Campaign wins and success stories



Randall Woodfin



Randall Woodfin

- Amid a flurry of new progressive candidates running for office in the first half of 2016, this 36 year old former school board president campaigned for mayor of Birmingham, AL
- He beat a 7-year incumbent
- Became the youngest mayor in more than a century of the city's history
- Inspired 11.5K first-time voters to turn out in a municipal election
- Managed a 19-point victory to reach this milestone

Andrew
Yang



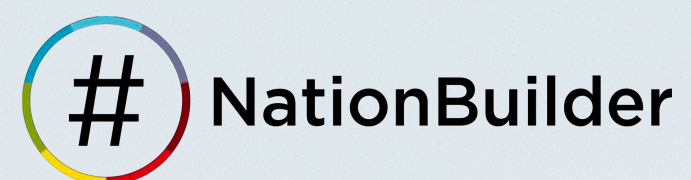
Andrew Yang

- An outsider candidate in an already crowded 2020 presidential race has raised upwards of \$4.5M in the first two quarters of 2019
- The Yang Gang—has drawn media attention for its passion and commitment
- Surpassed the 65K individual donor threshold to qualify for the first two rounds of debates
- The campaign surpassed 130K individual donors—the donor requirement for the 3rd and 4th debates—but they still need to hit 2% in four qualifying polls

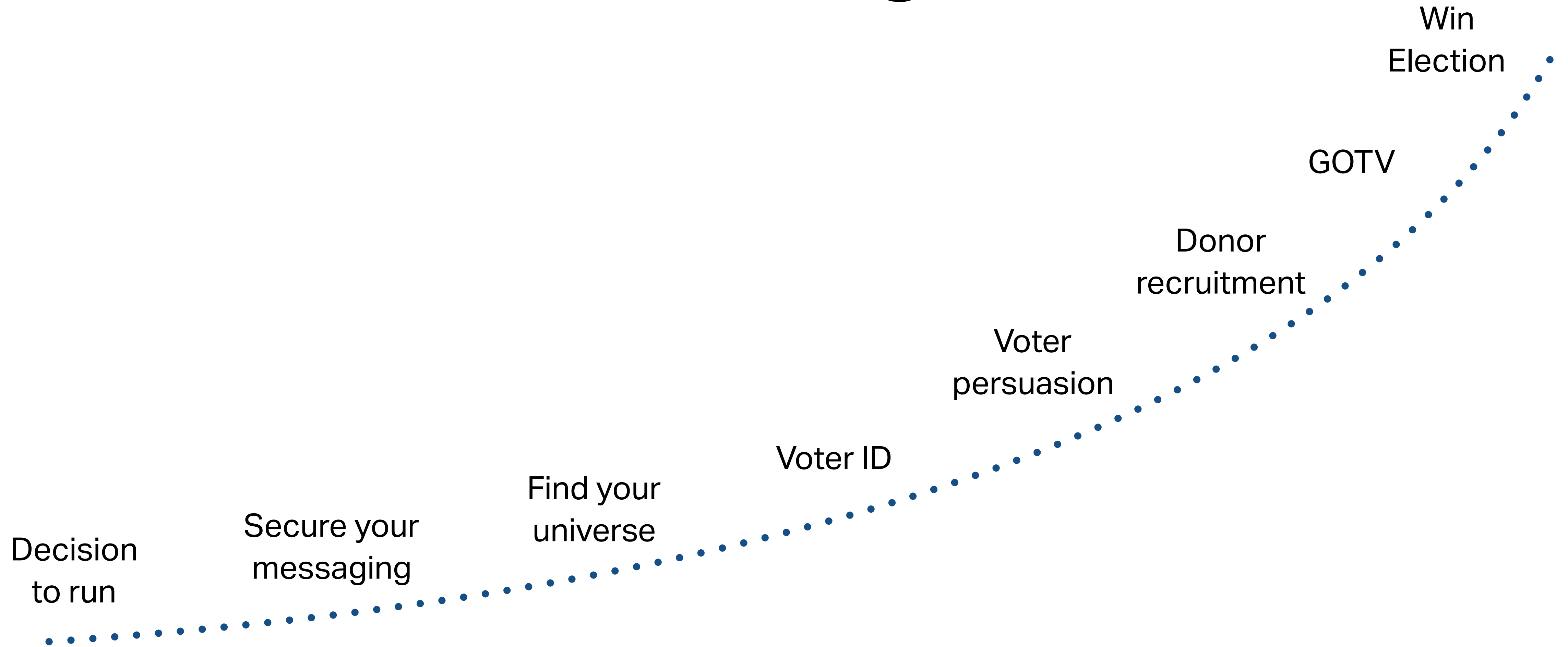


Sally for Mayor of Quincy, MA

Our hypothetical candidate



The Campaign Arc



Pre-Campaign Work



Calculate your win number

- Win number = the minimum number of votes you need to win
- File request for election results for the last three elections in your district
- Calculate average voter turnout based on voter history
- Your vote goal = 50% of your voters + 1

Calculate your win number

- 10,065 people turned out to vote in the 2010 election.
- 2014 had 8,221.
- So, to find the average of these two elections, we'll add 10,065 and 8,221, and then divide that number by 2, which gives us 9143.

Calculate your win number

$$\begin{array}{r} 10,065 \text{ in 2010} \\ + 8,221 \text{ in 2014} \\ \hline 18,286 \\ \div 2 \text{ elections} \\ \hline 9,143 \end{array}$$

$$9,143 \times 0.53 = 4,846$$

Understand your timeline

- Calculate the number of days between now and election day
- FEC deadlines, absentee deadlines, events within timeline, etc.
- Add in filing and reporting deadlines and major holidays
- Figure out how many supporters you need at various points of the campaign will help you create benchmarks to help you stay on track

Understand your timeline

$$\frac{\text{Win number}}{\text{\# of weeks until election day}} = \text{\# of new supporters needed per week}$$

Budgeting

- Investigate budget reports from other campaigns in your district
- Operational costs = material things you need to run your campaign
- Voter persuasion costs = any costs associated with outreach to your supporters
- Use campaigns costs to establish your fundraising goals and benchmarks

Budgeting

	Date	Name	Transaction	Status	Amount	Running total
Edit	May 14, 2019	Larry Weber	439147: 2019 kickoff party attendee ticket purchase	PAID	\$400.00	\$66,623.61
	May 14, 2019	Joyce Valdez	439146: January pledged donation amount	CLOSED	\$49.00	\$66,223.61
	May 14, 2019	Samuel Kelly	439145: January pledged donation amount	CLOSED	\$100.00	\$66,174.61
	May 14, 2019	Cynthia McDonald	439144: January pledged donation amount	CLOSED	\$1,299.00	\$66,074.61
	May 14, 2019	Madison Moreno	439143: kellymarks donation goal catch up	PAID	\$199.00	\$64,775.61
	May 14, 2019	Margaret Berry	439142: 2019 kickoff party attendee ticket purchase	PAID	\$400.00	\$64,576.61



Secure your messaging



Secure your messaging

- It's not all about you, it's about your community
- Why are you running for office?—supporters don't care about your résumé, they want to know *your story*
- The story of self, us, and now
- Find your allies—groups, officials, committees, organizations, etc.
- Consider which issues are most important to your supporters
- Your key issues should be a part of your story

Secure your messaging



Find your universe



Find your universe

- Make a list of supporters you have at the very start of your campaign
- Review your list and consider the trends that surface
- Establish who are the main constituents you care about
- Make sure to spend time and energy focusing on people who show a strong history of tuning out to vote

Find your universe

The screenshot shows a CRM interface for a 'People' list. The profile for Ruth Jordan is displayed, including her contact information, background, and various engagement metrics. The interface features a sidebar with navigation icons, a search bar, and a list of filters and tags.

People

+ New person + New organization Point people Memberships Import Export More ▾ Lists ▾ Tags ▾

1 to 10 of 453

Ruth Jordan \$1,500 DONATED VOLUNTEER 2 RECRUITS CONTROL PANEL USER
Santa Monica, CA

Background: Activist and dog lover from California.
Contact: 555-123-4567 (m) ✓ • ruth.jordan@example.com ✓ • Facebook message • Tweet
Memberships: Gold yearly
Point person: Adam Stewart • Last contacted by Lisa Evans about a month ago
Recruiter: James Lasson

event-call × host × september-outreach × Homepage-signup × callbank × holiday-party × [Show all tags](#)

Volunteer coordinator

\$1,500
4 donations

× party member

× fundraising

✓ opted in

STRONG
supporter



Voter identification

Voter identification

- Conversation types—door knocks, phone banks, mass communication, social media, etc.
- You need to speak to your voters at least 7 times
- Have conversations with registered voters to identify their level of support for you, or total lack thereof
- Make sure you're keeping track of every data point you acquire
- You need to be recording voters' support on a scale of 1-5

Voter identification

The screenshot shows the 'People' management interface in NationBuilder. At the top, there's a search bar for 'Search people' and navigation options like '+ New person', '+ New organization', 'Point people', 'Memberships', 'Import', 'Export', and 'More'. Below this, there are filters for 'View List', 'Sort: Recent', and 'Showing: People and Organizations'. The main profile is for 'George Schaller' with a 'PROSPECT' tag. Contact information includes 'george.schaller@example.com', 'Facebook message', and 'Tweet'. Other details include 'Point person: Elizabeth Russell' and 'Recruiter: David Hall'. There are also tags for 'volunteer', 'office volunteer', 'intern recruit', and 'donated'. At the bottom, there are tabs for 'Dashboard', 'Edit', 'Location', 'Finances', 'Profile', 'Network', 'Relationships', 'Political capital', 'Paths', 'Merge duplicates', and 'Privacy'. A status bar shows '10 years' with icons for 'could vote', 'registered voter', 'party member', and 'contactable'. Action buttons for 'Note', 'Email', 'Log call', 'RSVP', 'Pledge', and 'Donation' are visible, along with a 'From broadcaster' dropdown menu.

Support level

Select



1 - Strong support

2 - Weak support

3 - Undecided

4 - Weak oppose

5 - Strong oppose



Voter persuasion

Voter persuasion

- Remember, supporters want to know *your story*
- This is your chance to leverage the data you've collected and convert people who have never heard of you into supporters
- Focus on the universe who is still undecided
- Know your people, listen to them, and insert their points of concern into your message
- Allow your supporters the opportunity to connect their story to yours
- Create several iterations of your public narrative

Voter persuasion

People

1 to 10 of 453

2 people

Neil Girling PROSPECT
Oakland, ME
[Tweet](#)

Brian Ellin PROSPECT
Oakland, ME
[Tweet](#)


Turf Cut

All event attendees	Edit
Courses	499
February call list	1
Group for next month	121
January call list	187

[+ Create list](#) [View all](#)

Voter persuasion

Reminder: BBQ this Saturday


 **Janie Owen** to me 27 Feb

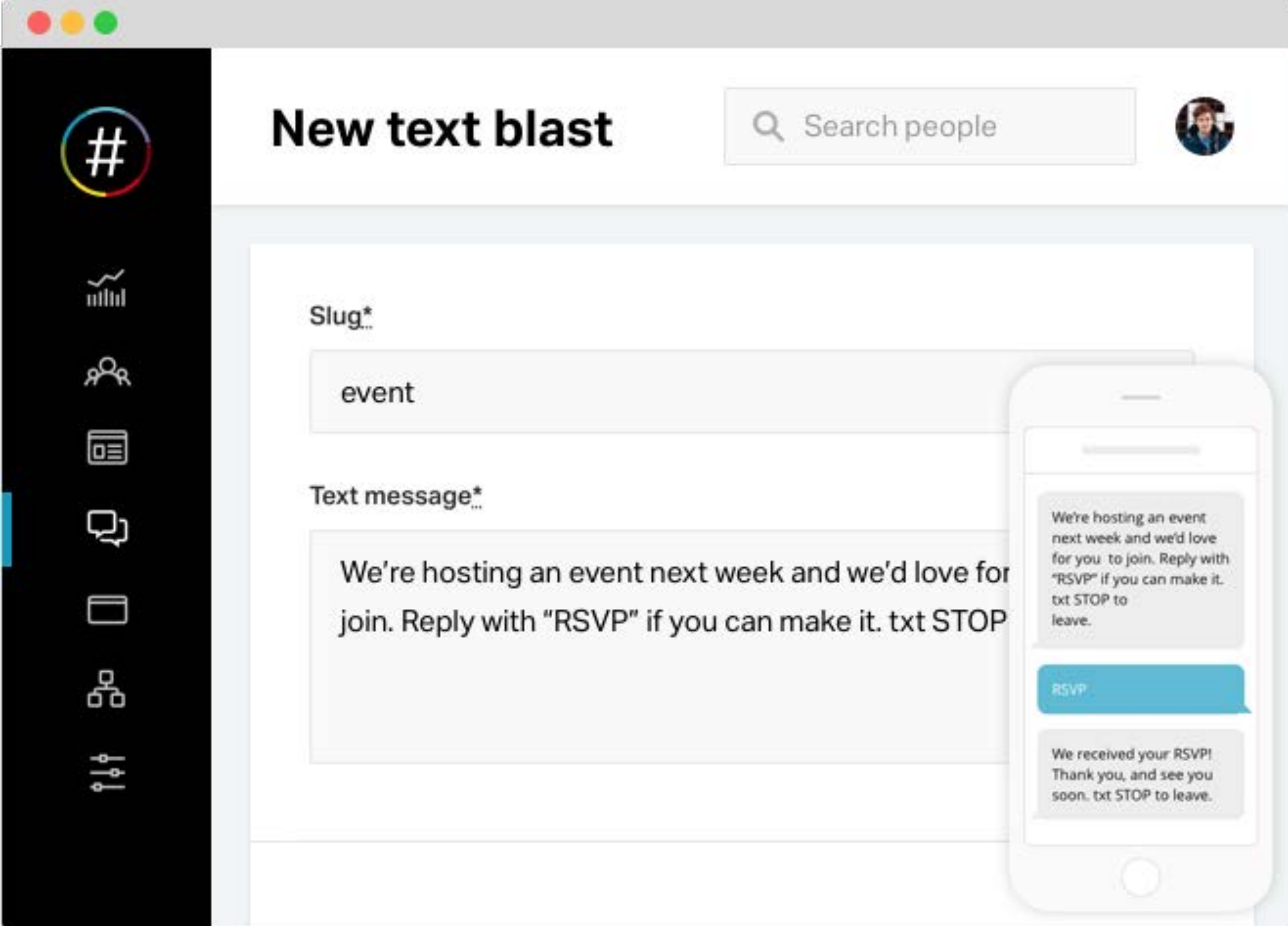
Hello [Frances](#) ,

I'm following up on our last email inviting you to our **BBQ for Human rights** this Saturday at 11am in [Santa Monica](#). Can you make it?

RSVP and bring your friends and family!

I hope to see you there,
Janie

 Reply

A screenshot of a web application interface for creating a text blast. The interface is titled "New text blast" and includes a search bar for "Search people" and a profile picture. A sidebar on the left contains various icons for navigation. The main content area has two sections: "Slug*" with a text input field containing "event", and "Text message*" with a text area containing the message: "We're hosting an event next week and we'd love for you to join. Reply with 'RSVP' if you can make it. txt STOP". A smartphone mockup on the right shows the text message as it would appear on a mobile device, with a blue "RSVP" button and a confirmation message: "We received your RSVP! Thank you, and see you soon. txt STOP to leave."

Donor recruitment



Donor recruitment

- Start thinking about people who are already supporters and endorsers—separate people who can become fundraisers vs. people who can become small dollar donors
- Use a combination of digital and offline touch points
- Target your asks—make it personal to your supporters
- Build ladders of engagement for your supporters
- Employ peer-to-peer fundraising

Donor recruitment

Together, We Can Build a
New Kind of Economy,
One That Puts People
First.

Support Andrew Yang Now!

\$35

\$75

\$100

\$250

\$500

OTHER

[CONTINUE TO THE SITE](#)

Click an amount to start your donation. If you've saved your information with ActBlue Express, your donation will go through immediately.

Paid for by Friends of Andrew Yang



GOTV

**I
Voted**

GOTV

- Lock in GOTV universe
- You need to focus on your Your Win Number
- Only engage with people who do not regularly vote
- Target the right people without duplicating efforts
- Everyone should be set up with a plan of attack

GOTV

- Communication—Send 3 emails and 3 texts
- Social ads—Messaging about the candidate, day of
- Candidate—It's important where you show up
- Data Entry—Be nimble enough to act quickly!

Your digital infrastructure



The non-negotiables

- An action-driving website
- Supporter database or CRM
- Your voter data
- Advanced segmentation and mapping tools
- Mass communication tools—email and texting
- Fundraising software
- Event registration software

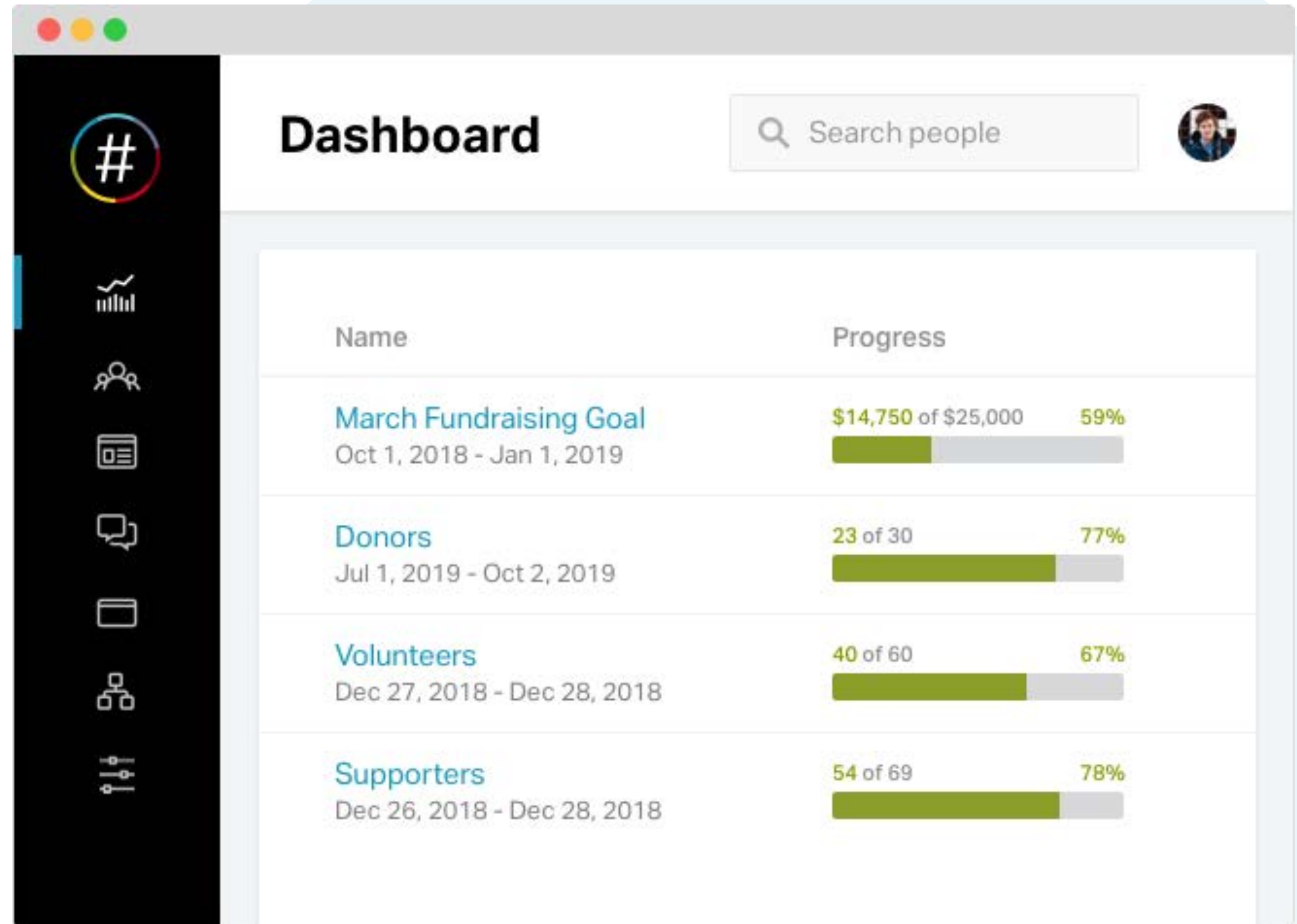
Additional resources

- Canvassing technology
- Phone banking technology
- Data analytics tools
- Data enhancement tools
- Peer-to-peer fundraising

NationBuilder has everything you need in one place



A profile card for a user named @luismorton. The card features a yellow background with a photo of a smiling man in a blue plaid shirt. Several callouts are overlaid on the card: a green pill-shaped badge at the top left says "\$1,500 DONATED"; a white box with a red 'P' icon and the text "2018 voter" is on the left; a green pill-shaped badge at the bottom left says "VOLUNTEER"; a yellow pill-shaped badge at the bottom left says "top fundraiser" with a close icon; and a blue pill-shaped badge at the bottom right contains the Twitter logo and the handle "@luismorton".



A screenshot of the NationBuilder dashboard interface. The dashboard has a dark sidebar on the left with a '#' icon at the top and several other icons below. The main content area is titled "Dashboard" and includes a search bar labeled "Search people" and a user profile picture. Below the search bar is a table with two columns: "Name" and "Progress".

Name	Progress
March Fundraising Goal Oct 1, 2018 - Jan 1, 2019	\$14,750 of \$25,000 59%
Donors Jul 1, 2019 - Oct 2, 2019	23 of 30 77%
Volunteers Dec 27, 2018 - Dec 28, 2018	40 of 60 67%
Supporters Dec 26, 2018 - Dec 28, 2018	54 of 69 78%

Everything you need in one place

- ✓ Supporter database with targeting and mapping tools
- ✓ Advanced targeting and segmentation tools
- ✓ Mass communication tools that allow personalized outreach at scale
- ✓ Customizable and fully integrated website
- ✓ Volunteer signup pages, event pages, petitioning, surveys, and peer-to-peer tools optimized for action
- ✓ Integrated online fundraising tools allowing one-time and recurring payments
- ✓ Technical and on-boarding support
- ✓ Strategic account management



On the ground vs. digital

Technology isn't the strategy for your political campaign



Ready to build the future?

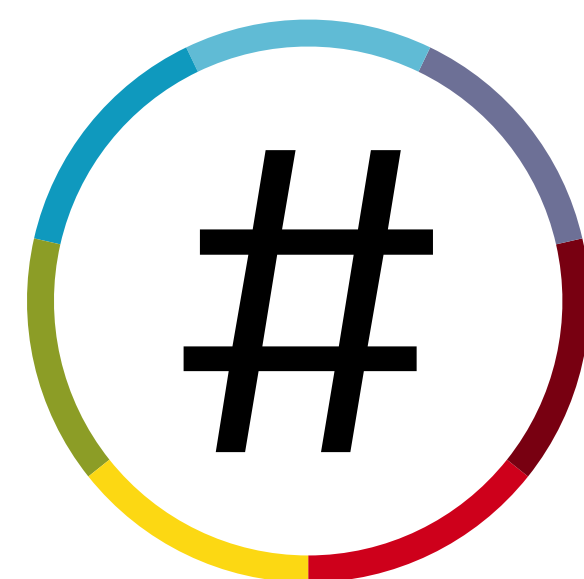
Start for free at <https://nationbuilder.com/aba>

Or reach out directly & we can help you get started

srochford@nationbuilder.com

tsayig@nationbuilder.com





tsayig@nationbuilder.com
srochford@nationbuilder.com