

How To Run Your Own Campaign

Before You Campaign

Create campaign staff - Organizing a campaign staff will allow you to delegate responsibilities of running a campaign. Positions to consider when creating your team include a campaign manager, campaign treasurer, public relations coordinator, and a volunteer coordinator.

Research a platform - Research local and state issues that will impact the campaign. Current political issues can be found on votesmart.org. Knowing issues will help you take stances and create goals as a candidate.

Applying for candidacy - In order to be an officially recognized candidate you must apply through your state government. Candidacy applications, other forms and deadlines can be found on your [state's Secretary of State website](#).

Build a website - Communicating your campaign through a website will expand your reach and influence locally or statewide. A website will allow you to implement fundraising initiatives, while also assisting voters in understanding political issues and your stances. It will also be the most effective way to tell people *who* you actually are and why you want to run for office.

Beginning Your Campaign

Fundraising - Fundraising is necessary to support the costs of a campaign, including promotional material, events, and paying staff. Fundraising efforts can be boosted with volunteer canvassing, support from business owners, your official website and online crowdsourcing websites if absolutely needed.

Advertising - Promoting your message will help you gain name recognition among voters. Signs and banners, TV ads, social media, and online advertising will bring your campaign into the spotlight.

Online Media - Create social media pages in conjunction with your campaign's website to assist in fundraising efforts, connecting with voters, and presenting campaign information.

Events - Begin your campaign with a kick-off event and continue to host events throughout the campaign to increase your transparency and likeability. Pep rallies, debates, dinner fundraisers, open-houses and townhalls are all excellent ways to increase your exposure in the community.

Speaking to the people - Brush up on your public speaking skills to prepare yourself for interviews, debates, and campaign speeches. Allow your personality to show when speaking and captivate voters like a seasoned politician and master storyteller.

Get Out The Vote (GOTV) - Help voters get to the polls by frequently reminding them when voting day is. Provide information to voters about available polling places, requirements and any other pertinent information to encourage voter turnout on the big day.