



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:** Filing, bank accounts, financial reporting
2. **Organizing a Campaign**
 - a. Number of votes needed to win: targeting and demographics for Voter Contact Plan
 - b. District current political environment
 - c. Your vision: Why are you running? What changes do you wish to make?
 - d. Campaign budget
 - e. Campaign ethics statement
 - f. Timeline, including parties responsible for each activity
2. **Building a Campaign Team**
3. **Fundraising plan**
4. **Marketing: Raising candidate profile**
 - a. Campaign materials
 - b. Website design
 - c. Social media platforms
 - d. Press relations and speaking engagements
 - e. Candidate elevator speech and public speaking
 - f. Endorsements: How to get them and how to use them\
 - g. Leveraging Existing Networks
5. **Obtaining endorsements and how to use them**