



RUN AS YOU ARE

Your 2 Year Campaign Plan

PART 3













Introduce yourself!

Share tips, favorite links, your Twitter handle, etc.!

Take advantage!
Ask your questions for our experts
& we will get them answered!















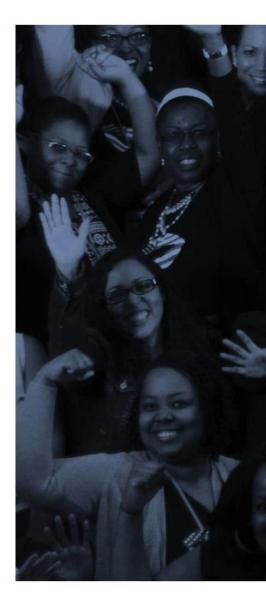


ABOUT VOTERUNLEAD

VoteRunLead is a training powerhouse.

We match you with the right know-how, trainings and how-tos to help you enter politics with a purpose. Our approach is practical, actionable, nonpartisan and individualized. VoteRunLead members are sitting on school boards and in state houses all across America. Our candidates are diverse and dynamic. Our team knows how to support you; we are you. We know that who you are—your values and your life experience—make you an exceptional candidate. We believe in you and we feel the urgency you feel.

Get started with our 3 part web series here.











Search by Topic

Use the Resource Library to customize your learning experience.



Run As You Are - Part 1: Why The Skills You Have Are



This is How You Run For Office 3









REPLAYS

Today's web clinic will be recorded & available for on-demand viewing.











PART 1

Why the skills you have are perfect for political office.

Wednesday, April 5

6:30-8pm ET, 5:30-7pm CT, 4:30-6 MT, 3:30-5 PT

PART 2

The 90 Day Challenge: What to do right now.

Saturday, April 15th

2:30pm ET, 1:30pm MT, 12:30pm MT, 11:30am PT

PART 3

Your 2 Year Campaign Plan

April 26th, Wednesday evening

6:30-8:00 ET, 5:30-7:00 CT, 4:30-6:00 MT, 3:30-5:00 PT



A 3-PART SERIES







RUN AS YOU ARE





Erin Vilardi

FOUNDER AND CEO OF VOTERUNLEAD

@ERINVILARDI

Training over 20,000 women for leadership, having first launched VRL as Vice President of Program and Communications at The White House Project.

Leadership Development Consultant for Fortune 100 companies, including Yahoo! Business and Human Rights, global girls' initiatives and the U.S. Department of State, reaching women leaders in a dozen international cities.

Co-authored the Athena CORE10© – an innovative set of leadership competencies for 21st century women leaders - at Athena Center for Leadership Studies at Barnard College, Columbia University.













Brittany Pettersen

DEMOCRATIC CANDIDATE FOR COLORADO'S 7TH CONGRESSIONAL DISTRICT

Brittany Pettersen is a lifelong Coloradan who has lived in Jefferson County nearly her entire life. Brittany is running for Congress because Colorado families who already have it tough are under assault by President Trump and the Republican Congress, who are destroying the lifelines families need to create better lives for themselves.

Unlike the politicians in Washington, Brittany knows first-hand the challenges facing Colorado families, and she knows what it takes to overcome those obstacles. Raised in a family that struggled with substance abuse and economic hardship, Brittany had to grow up fast and help raise her two younger brothers. She started working at the age of 12 cleaning houses and took odd jobs whenever they were available to get by. She's been working hard ever since.













Patricia Torres Ray

MINNESOTA POLITICIAN AND MEMBER OF THE MINNESOTA SENATE

A member of the Minnesota Democratic–Farmer–Labor Party (DFL), she represents District 63, which includes portions of southeastern Minneapolis and eastern Richfield in Hennepin County in the Twin Cities metropolitan area. She is the first Hispanic woman to serve in the Minnesota Senate.

Torres Ray was first elected in 2006, succeeding retiring Wes Skoglund in 2007. She has been re-elected in every subsequent election since then. Senator Torres Ray's special legislative concerns: education, health and human services, environment, economic development.

On March 31, 2010, state senator and 2010 Minnesota gubernatorial candidate John Marty announced that Torres Ray would be his running mate for lieutenant governor. The team subsequently withdrew from the race at the 2010 DFL State Convention.













Juanita Lewis

HUDSON VALLEY ORGANIZING DIRECTOR AT COMMUNITY VOICES HEARD

& NATIONAL TRAINER FOR VOTERUNLEAD

@FAITHKWINTER

Born and raised in Saint Paul, MN Juanita graduated from the University of Minnesota-Twin Cities with a B.A. in History and Political Science, and with her Masters of Advocacy and Political Leadership Degree from the University of Minnesota-Duluth.

She began her work as a community organizer with the Minnesota chapter of ACORN. Since 2004, she has worked on numerous electoral campaigns at the city, state and federal level in different staffing capacities.

Juanita develops community members into leaders that work on strategic issue based campaigns that bring the issues of low-income people to the forefront.













RUN AS YOU ARE

PART 3

Your 2 Year Campaign Plan











5

Five Core Campaign Components

- 1. Infrastructure
- 2. Finance
- 3. Communications
- 4. Political
- 5. Field











15 MONTH CAMPAIGN COUNTDOWN

4 Phases

Month 15	Month 14	Month 13	Month 12	Month 11	Month 10	Month 9	Month 8	Month 7	Month 6	Month 5	Month 4	Month 3	Month 2	Month 1
September	October	November	December	January	February	March	April	May	June	July	August	September	October	November
Phase 1: Introductions		P		se 2:	n		nase rima				nase (enera			









GOAL PHASE 1 - Introductions

Where You Spend Your Time



Phase 1: Introductions

- Raising your profile with key individuals and increase "name recognition" broadly.
- Understand Your State's Elections Calendar











INTRODUCTIONS PHASE 1: September, October, November 2017

- Infrastructure: Set up a dedicated, trust worthy kitchen cabinet.
- **Finance:** Set up exploratory committee and write the finance plan and budget first. It's never to early to get started. Early money shows you are dedicated, hard working and viable.
- **Communications:** Develop a core message. Test that message on folks you trust, key audiences and others.
 - Remember: the best messages live in stories. Become a storyteller.
- Political: Find the "influencers" and get validators on board.
- Field: Meet with people from your district.











KNOW YOUR STATE'S CALENDAR & REQUIREMENTS



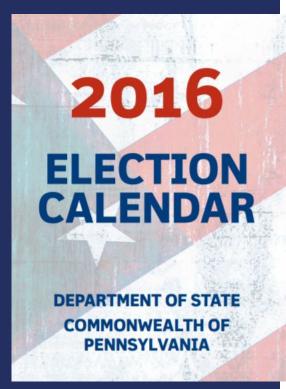








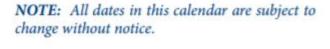




2016 PENNSYLVANIA ELECTIONS IMPORTANT DATES TO REMEMBER

First day to circulate and file
nomination petitions January 26
Last day to circulate and file
nomination petitions February 16
First day to circulate and file
nomination papers February 17
Last day for withdrawal by candidates who filed
nomination petitions March 2
Last day to REGISTER before the primaryMarch 28
Last day to apply for a
civilian absentee ballot April 19
Last day for County Board of
Elections to receive voted
civilian absentee ballots April 22
GENERAL PRIMARY April 26
First day to REGISTER
after primary April 27
Last day for County Board of
Elections to receive voted
military and overseas absentee
ballots (submitted for delivery no
later than 11:59 P.M. on April 25)May 3
Last day to circulate and file
nomination papers August 1
Last day for withdrawal by
candidates nominated by
nomination papers August 8
Last day for withdrawal by
candidates nominated at the

Last day to REGISTER before
the November election October 11
Last day to apply for a civilian absentee ballot November 1
Last day for County Boards of Elections to receive voted
civilian absentee ballots November 4
GENERAL ELECTION November 8
First day to REGISTER after
November election November 9
Last day for County Board of
Elections to receive voted
military and overseas absentee
ballots (submitted for delivery
no later than 11:59 P.M. on
November 7) November 15













Fast Action 1: Introductions Jot down 5 people who need to know you...

- 1 Influencer in the Party
- 1 Community Leader
- 1 Issue Expert
- 1 Typical Voter
- 1 Potential Donor









GOAL PHASE 2 - PERSUASION

Where You Spend Your Time

Month	Month 11	Month	Month
12		10	9
December	January	February	March

Phase 2: Persuasion

- "Case" for you is solid.
- Able to tell a coherent story about yourself.
- Marked increase in comfort talking to voters, donors, and different audiences.











PERSUASION PHASE 2: December 2017 - March 2018

- **Infrastructure:** Formalize a campaign team, start with a manager and treasurer. Always be building your army of volunteers.
- **Finance:** You are asking for money with regularity or have filed the appropriate paperwork. Your plan is updated based on early results.
- **Communications:** Use your stories to make yourself memorable, include policy priorities, and build trust between you and the voters.
- **Political:** Establish surrogates and soft pledges of support. Seek key endorsements.
- **Field:** Have you talked to a voter today? At this point, you know what the community wants and how you align.













PRESIDENTIAL CANDIDATE HILLARY CLINTON, ATTORNEY GENERAL CANDIDATE JOSH SHAPIRO, U.S. HOUSE CANDIDATE DWIGHT EVANS AND U.S. SENATE CANDIDATE KATIE MCGINTY.

Who's supporting who? The Pa. endorsements you need to know about before Tuesday

Your full April 2016 Primary Day endorsement tracker, from president to state representative.











Fast Action 2:

Persuade Yourself: Finish this sentence...

I am the best person for this position because...











GOAL PHASE 3 - PRIMARY

Where You Spend Your Time



Phase 3: Primary

- Understanding what it takes to win!
 - How does it happen in your district?
 - Owner with the way with the contract of the
- Differentiating yourself from others with endorsements + a clear message.











PRIMARY PHASE 3: April, May, June, July, August 2018

- Infrastructure: Campaign is in full swing. Volunteer recruitment and management will pay off dividends.
- **Finance:** You reached your primary goal and have general funds in hand. Meet campaign finance deadlines!
- **Communications:** Differentiate yourself from your primary opponents.
- Political: Surrogates getting out and making the case for you.
- **Field:** Turnout your base, turnout your base, turnout your base. Working your "win" number.











Wellstone

About Impact Trainings Tools News Blog Wellstone Legacy

WIN Number Calculator







Everything you do during the campaign, from knocking on a door, to sending out a tweet, should be in service of reaching your win number on Election Day. Time, people, and money are every campaign's most important resources. In order to make sure those resources are used in the most efficient and effective way possible, we use targeting. Targeting starts with knowing how many votes you'll need to win. So let's get to work!

What's your WIN Number?











Fast Action 3: Primary Who is holding the seat you want?













GOAL PHASE 4 - PRIMARY

Where You Spend Your Time

Month 5	Month 4	Month 3	Month 2	Month 1
July	August	September	October	November

Phase 4: General

- Voters & Donors every single day
- Meeting deadlines & tracking numbers
- Monthly goals turn into weekly goals that turn into daily goals!











GENERAL PHASE 2: December 2017 - March 2018

- Infrastructure: Campaign Team is in place and you have an office or two! Following a plan. The kinks have been worked out in the primary.
- **Finance:** A mix of individual asks, events like house parties, PAC money, and lots of "dialing for dollars".
- **Communications:** Make sure your message is regular + consistent across platforms, and it's easy to find you and easy to donate to you.
- **Political:** Let others say *why* to support you. Use Ambassadors for specific groups. Shout your endorsements from the rooftops.
- **Field:** Work your voter engagement plan based on the numbers you've found and accounting for the changing in "political winds". Get a commitment from voters that they will vote and how they will get to the polls. Your team will remind them of their plan to vote.











Golden Rule: FIELD BEATS FUNDRAISING

Doors. Doors. Doors.













Fast Action 4: General

What are the two things you do everyday?

Touch a voter

Ask for money \$











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