



Rebecca
THOMPSON

the
CAMPAIGN
STARTER KIT

Launch Checklist

LAUNCH CHECKLIST

GETTING STARTED

- Identify your "why". Watch Simon Sinek's TedTalk "Start With Why" at bit.ly/2yourwhy
- Attend a general session and committee meeting for the position you're running for
- Write your campaign plan
- Identify 5-7 people to serve on your kitchen cabinet or inner circle
- Identify your treasurer
- Identify your campaign manager

GETTING LEGAL

- Open a campaign bank account
- Submit your Statement of Organization (or equivalent)

GETTING PROFESSIONAL

- Create an ActBlue account
- Order a FREE Square device to accept credit card donations
- Take new headshots
- Have a campaign logo designed

GETTING ONLINE

- Buy your domain name
- Create a NationBuilder or NGP VAN account
- Get a professionally designed website

LAUNCH CHECKLIST

- Create a campaign email address*
- Create campaign social media accounts (i.e. Facebook, Twitter and/or Instagram)*
- Create your donor and email list by putting all of your contacts into a Google spreadsheet*

GETTING LAUNCHED

- Schedule your first fundraiser*
- Get professionally designed intro literature*
- Send your announcement email/social media posts*