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CAMPAIGN STARTER KIT

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CANDIDATE READINESS ASSESSMENT

Before we start developing your campaign plan and working on the nuts and bolts of your campaign the first step is to have an honest assessment of where you are now so you know exactly what you need to work on first. Let's get started!

I. THE BASICS:

Which position are you running for?

When is your primary election? General election?

Do you have a campaign plan?

Have you attended a legislative or committee meeting for the position you're running for? If so, when do they meet and how often?

II. PERSONAL

Have you performed a personal background check on yourself?

Have you ever been convicted of a felony?

Do you have any bankruptcies, judgements, warrants or liens?

Have you ever been late on your mortgage or rent?

Do you have any outstanding parking tickets?

Have you voted in the last 3 elections in your community?

Do you currently live in your district?

Do you meet the residency requirement for your district?

Do you owe any outstanding taxes (IRS, property, business, etc.)?

III. FINANCIAL

Have you identified a treasurer?

Do you have a campaign bank account?

Have you filed your Statement of Organization paperwork?

What is your fundraising goal?

If you were on the ballot today how many total donors would you expect to have contributed to your campaign?

Do you have a list of all your friends, family members, and colleagues (with email addresses and phone numbers) in one document?

Do you have any personal savings?

How much are you personally willing/able to contribute to your campaign?

Do you have an ActBlue account (or another fundraising tool) to accept online contributions? If so, which one?

IV. FIELD

Do you have a campaign manager?

How many precincts are in your district?

Who currently holds the position?

How many votes did they win with? Who else ran?

What is your win number?

V. WEBSITE + SOCIAL MEDIA

Do you have a personal website?

Do you own your domain name?

Do you have campaign social media accounts (i.e. Facebook, Twitter, Instagram)?

Do you have a campaign email address?

Do you have a constituent relationship management (CRM) database such as NationBuilder or NGP VAN?

VI. RELATIONSHIPS + FAMILY

Do you have a partner? If so, are they supportive of your run?

Are your friends and family supportive and willing to help?

Do you have a community of other candidates/elected officials to provide emotional support during the campaign?

VII. EMOTIONAL + SPIRITUAL

Do you have a therapist?

Do you attend church or have a spiritual practice?

What are your top 3 personal + professional values?

VIII. HEALTH + FITNESS

Do you work out regularly?

Do you eat healthy and drink lots of water?

Are you sleeping regularly?

Do you have the ability to go door to door canvassing for at least 2 hours per day 5-7 days a week?

IX. CAREER/EDUCATION + TRAINING

Will your employer be supportive of your campaign?

Do you have paid vacation or sick days?

Can you take a leave of absence during the campaign? If so, how much time can you take off?

Which political training programs have you completed?

X. ACTION PLAN

Based off of your responses, what are 3 action steps that you can take within the next 30 days to move your campaign forward?

1)

2)

3)