



Rebecca  
THOMPSON

*the*  
**CAMPAIGN**  
**STARTER KIT**

*25 Ways to Build A  
Badass Team*

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# Build A Badass Team

## **1) Get clear about what your support system looks like now:**

Who are the top 5 people in your inner circle who are supportive of your campaign? What kind of support do they provide (i.e. emotional, spiritual, financial, etc.)? Be as specific as possible and identify all the support you have and from who.

## **2) Get clear about the support system you will need when you run:**

What do you need your support network to look like? If you had a magic wand and could create your dream team who would be on it? Which specific roles would you have? In this exercise nothing is off limits and don't be realistic. For example, a nanny, housekeeper, personal assistant, campaign manager, etc.

## **3) Accept that you CANNOT be your own campaign manager:**

I don't care how much campaign experience you have, you cannot be the candidate and the campaign manager at the same time. Find someone you trust (or that you want to develop and wants to learn).

## **4) Create your kitchen cabinet/inner circle/squad:**

Identify 5-7 people who you trust, love and support you and want to be helpful (even if they don't know the first thing about campaigning). Have each of them identify their strengths and gifts. What do they LOVE doing? Don't have them just doing what you need them to do, find tasks that will light them up and give them a sense of responsibility and purpose.

## **5) Create a finance committee:**

These are the people who are going to help you reach your fundraising goal. This should be a group of 10-20 people and folks who are either willing to donate or help raise money on your behalf. These should be people you ALREADY have relationships with not just people with names. Reach out to each person individually and get a commitment how much they are willing to raise/contribute. Schedule quarterly/monthly conference calls to update them on your progress , discuss upcoming fundraisers, and hold them accountable to the goals they set.

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## **6) Create a fellowship program:**

Most candidates recruit interns to do grunt work for their campaigns but think about this instead as a leadership development opportunity. Here are some sample roles (job descriptions are also included in the Starter Kit as well):

- Finance Fellow
- Field Fellow
- Communications/Social Media Fellow
- Policy Fellow

Some universities may even provide academic credit and even if you can't pay them well provide a stipend (and free food).

## **7) Designate a volunteer coordinator:**

This person's sole job should be to recruit volunteers to fill daily/weekly phone banking and door knocking shifts. They are responsible for all training, welcoming new volunteers, making sure they have a meaningful experience and scheduling them for another shift BEFORE they leave. Depending on the size of your campaign this can be your campaign manager or someone else you want to develop.

## **8) Have weekly or bi-weekly staff meetings:**

These should only include your kitchen cabinet members, staff and fellows (volunteers can get updates prior to volunteer shifts). Set a regular day, time and location and keep them consistent. Be sure to send calendar invitations, meeting reminders, and always create an agenda.

## **9) Celebrate + appreciate your team :**

Add everyone's birthday's to your campaign calendar and bring a cake to the next staff meeting. Shout them out on social media when they are doing a great job and highlight your team in your newsletter to supporters. Most importantly, say thank you as often as you can because just saying the words go farther than you can imagine.

# Delegate Like A Boss

## **10) Let go of being in control:**

I know you're the candidate and no one else's name is on the ballot except yours but people are supporting you because they want to (and believe in you) and because they want to help you win. But they can't do that if you micro manage them. Hiring a campaign manager will help but you MUST be willing to let go of your inner control freak ASAP.

## **11) Stop expecting perfection:**

It's just a fact that nobody will do things exactly or as perfectly as you can - and that's okay. It's you and your campaign manager's job to teach them and provide support until they can do it on their own.

## **12) Create a delegation manual:**

Throughout the course of your week write down every task you find yourself doing repeatedly and divide those tasks into buckets (i.e. email, website, scheduling meetings, etc.) and figure out which fellow's job description aligns most with those tasks. Create step by step instruction guides or record yourself performing certain tasks so they can learn from you without you physically being there.

## **13) Create templates:**

Creating templates won't just save you a ton of time but it will ensure that everything looks consistent across your campaign. Create templates for emails you send often (i.e. volunteer recruitment, meeting requests, etc.) and save them in your Google Drive. You can also create social media, email, and event flyer templates too.

## **14) Have someone else schedule your self-care appointments:**

Have your campaign manager or someone else on your team schedule your hair/nail/therapy/massage appointments so you don't have to think about these. Depending on where you live have your hairstylist or manicurist come to you to save time.

## **15) Outsource your grocery shopping/meal prep:**

The last thing you want to do after knocking doors all day is come home to an empty refrigerator because you forgot to go to the grocery store. Each week provide someone from your team with a shopping list and meal ideas and have them shop for you. Ask a family member or friend if they would consider buying groceries in lieu of door knocking or phone banking as an in-kind contribution to the campaign. Depending on where you live you can also grocery shop online and have them delivered during a specific time.



# Delegate Like A Boss

## **16) Setup your bills on autopay:**

If you can, set up as many of your bills on auto pay as possible so you don't get behind or stuck with late payments. If that's not possible, add the due dates for your most important bills to your campaign calendar (I like to color code these based on category) and set reminders one week in advance and 24-48 hours in advance so you don't forget.

## **17) Leverage your network for childcare support:**

Your loved ones want to help you win and just need to know how to best support you. Identify a core group of friends and family members who will help take the lead on all childcare related activities and events such as school drop off/pickup, games, etc. If possible, also have them cover childcare during call time, doorknocking and events ahead of time. Create a shared Google Calendar so you know what's coming up and who's covering what.

## **18) Stop cleaning your own house/washing dishes/doing laundry:**

Even if you love doing these chores, once you're a candidate it's not a good use of your time. Have friends and family members sign up for shifts a few times a week to come clean up or help around the house. If possible, have family or friends help cover the cost of a weekly or bi-weekly cleaning service so you can focus on what only you can do best - raise money + talk to voters.

## **19) Stop driving yourself:**

Instead, have your campaign manager or a volunteer drive you to meetings/events so you can use that time to make phone calls, prep, or even nap. Find a retired volunteer (or someone with extra time) who loves to drive and just be sure to cover the cost of gas.

## **20) Stop running your own errands:**

Do you really need to go to the post office or the cleaners yourself? Identify someone whose job is to help you as a personal assistant. They can assist with things that are non-campaign related but still super important to you being a candidate. Create a running list of the errands you need taken care of for the week and designate 1-2 point people to assist with these.

## **21) Schedule your social media posts:**

An easy way to save time each week is to have someone else managing your social media content (as long as they have a similar "voice"). Tools like CoSchedule, Hootsuite, Sprout Social and NationBuilder will allow you to plan content for the week and schedule posts even months in advance.

## **22) Stop writing thank you notes:**

While I'm all about sending personal thank you notes for every donation you get I don't mean that YOU have to actually write them. Create a template and have volunteers with good handwriting write them out on your behalf (this alone could save you hours a week).

## **23) Outsource graphic design:**

I see so many well intentioned candidates who don't have the resources to hire a designer and instead create things that look terrible (doing more harm to their campaign). Identify a fellow or volunteer with design skills that can be your go to person for creating images. If you can afford it, hire a designer (Fiverr.com is great for this) to help professionalize the look and feel of your branding.

## **24) Create a master file for endorsement questionnaires:**

You will waste a ton of time filling out surveys and questionnaires for endorsements that you may or may not get. Have your policy fellow create a master document sorted by issue where your team can copy and paste responses and have you review before they are submitted. Having boilerplate language for common questions and issues will also help ensure your team stays on message.

## **25) Stop scheduling your own meetings:**

Use your campaign manager as the front line of defense for anyone who wants to meet with you. They can help determine if a meeting is priority or whether you need it at all. Also, make sure to use apps like Calendly.com to ensure you're not wasting time sending emails back and forth about availability.