This is a condensed version of our Political Campaign Checklist. For more details about these items, visit our blog post: https://candidatebootcamp.com/blog/political-campaign-checklist/

- Am I Ready to Run?
  - Research the office
  - Discuss with core network
  - Explore time commitment
  - Review finances
- Identify Key Supporters
  - Day-to-day operations
  - Finance chair, treasurer, fiscal agent, and committee
  - Communications / social media
  - Surrogates
  - Networkers
  - Core volunteers
- Create sign-in sheet for events
- Issue Profile
- Know your strengths
- Identify local leaders
  - Party officials
    - Town/city party chair
    - Ward/precinct party chair
  - Elected/appointed officials
    - State senator
    - State representative(s)
    - Town/city clerk
    - Town/city moderator
    - Town/city aldermen or selectmen
    - Town/city school board members
    - Town/city budget manager
- Campaign Infrastructure
  - Website
  - Donations
  - Database
  - Social media
  - Advertising
- **Organization**
  - Collect and store account details (e.g. account logins)
  - Secure contact phone number and email
  - Prepare draft budget
  - Set preliminary fundraising goals
  - Create campaign calendar

- **Communications**
  - Compile press list
  - Finalize campaign branding and messaging
  - Stump speech written and practiced
  - Collateral printed and ready
  - Press release, email announcement, and letters to editor written

- **Email**
  - Right list for the message.
  - Check the “From” name and email.
  - No default content.
  - Subject line creates curiosity.
  - Message is concise.
  - Contains a “call to action.”
  - Hyperlinks work.
  - Spell and grammar check.
  - Mobile compatibility.
  - Send a test email.
• 72-hour
  o Day 1:
    ▪ Sign-wave in heavy traffic areas
    ▪ Door-knock on the homes of unidentified registered voters
    ▪ Call the homes of unidentified registered voters
    ▪ Deliver and place campaign signs
  o Day 2
    ▪ Sign-wave in heavy traffic areas
    ▪ Door-knock on the homes of unidentified registered voters
    ▪ Call the homes of unidentified registered voters
    ▪ Deliver and place campaign signs
  o Day 3
    ▪ Sign-wave in heavy traffic areas
    ▪ Door-knock on the homes of unidentified registered voters. Remind them that tomorrow is election day.
    ▪ Sign wave in heavy traffic areas. “Vote Tomorrow”
    ▪ Call the homes of identified supporters and remind them that tomorrow is election day.
    ▪ Deliver signs to polling locations.
  o Election Day
    ▪ Sign wave in heavy traffic areas.
      Vote!
    ▪ Hold signs at polling locations or visit multiple polling locations. Consider delivering coffee in the morning to volunteer sign-holders and lunch during the afternoon.
    ▪ Visit phone-bankers.
      Call list of friends and family to remind them to vote.
    ▪ Hold signs at polling location or visit multiple polling locations.
    ▪ Wait for returns in a comfortable setting.
      Prepare to speak to opposing candidate regardless of results.
      Make sure that you thank volunteers!