



Political Campaign Checklist

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
 - 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
 - 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
 - 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.
 - 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!