

# Candidate Information

**March 12, 2024**

## **Muscatine Democrats**

**Information from a Representative of the ISEA**

**Big Picture and Priorities**

### **Initial To-Do List**

1. Headshot and Biography
2. Announcement
3. Letterhead and Envelopes
4. DR-1 and Treasurer
5. Community Leader Meetings and Community Events Calendar
6. "Why are you running?"
7. Name Badge
8. Meet with Community Leaders

### **Iowa Political Entities**

- House Truman Fund
- Senate Majority Fund
- Coordinated Campaign
- Congressionals
- Interest Groups
  - ISEA
  - AFSCME
  - Planned Parenthood
  - Etc.

## **Endorsements**

### **Big Picture - Who endorses?**

#### Research the Race

- Meet with past candidates or current electeds
- Find out who has a stake
- Common Endorsers:
  - Unions
  - Women's' Health Orgs: NARAL, Planned Parenthood
  - Emily's List
  - Trial Lawyer
  - Credit Unions
  - Moms Demand Actions
  - Sierra Club

## **Getting in the Endorser's Door**

- Contact organization
  - If there is a Political staffer, go through them
  - Make sure the CANDIDATE is the person making the contact
- Learn about endorsement process
- Ask for an interview
- If you can obtain contacts of who will be making endorsement decision, try to establish early relationship
- Ask for Policy Platform

## **Focusing On your Candidate Interview**

- Listen and Learn
- Be ready for:
  - Two Minute stump speech
  - Why are you running?
  - How can you win?
- Bring your personal story & their policy platform into your answers. What can you do for them?
- **ASK FOR THEIR SUPPORT**

## **Follow Up**

- Send Thank Yous
- Be Accessible

## **You got the endorsement - Now what?!**

- Make an Ask!
  - Contribution
  - Volunteers
  - Mailing and calls to their memberships
- Continue to build relationship and trust
  - Stay up to date on issues that may be affecting the organization
- As candidate or elected, be an advocate!

## **Exercise - Develop your personal narrative**

- Take 10 minutes to develop your personal narrative on an issue that is important to you and would be important to the organization you are interviewing with
  - Why should they endorse YOU?

# Building your Kitchen Cabinet and Volunteers

## Building your Kitchen Cabinet

- Whom should you ask and why?
  - Trusted Advisors –
    - Friends and family, who have your best interests at heart.
    - Capable of creating and maintaining a safe, confidential space.
    - People who assist with big picture decision making, not everyday tasks
  - People with diverse networks

**Folks to Avoid: People motivated strictly by power, money or influence!**

## Making your Kitchen Cabinet effective

- How often should your KC meet?
  - In—person meeting in early stages of campaign
  - Regular group meetings, with agenda
    - Allow for remote attendance

## Should my KC and volunteers help with fundraising?

**YES!**

- Ask for a commitment from each member
  - Be honest
  - Share your finance goals
  - Ask them to play a part

# Volunteers

## Volunteer Recruitment

- Volunteers are the heart of your campaign
- Where can you find volunteers?
  - Go through your Friends and Family List”
    - This is your personal network —— everyone you know
  - Reach out to the local Democratic party infrastructure
    - County parties and neighborhood groups
  - Talk with former local Democratic candidates
    - Ask for advice, what worked/didn’t work for them, top volunteers
    - Encourage their volunteer networks

## Guidelines

- Ask everyone—your network will provide the best prospects
- Have consistent activites
- Reminder calls are a must!
- Keep your volunteers tasked
- Do the work w|th your volunteers
- Don t forget the Thank Yous!

## Volunteer Tasks

- What should you ask your volunteers to do?
  - First, ask your volunteers what tasks interest them
  - Skill sets and time commitments vary
- To help out, your volunteers can...
  - Knock doors and make phone calls
  - Write postcards to local voters
  - Host a meet and greet with their personal networks
    - Help you raise money, earn votes, and find potential volunteers all at once

## What can volunteers do for me?

- Door knocks
- Phone calls
- Letters to the Editor
- Postcards
- Fundraising
- Data Entry/Votebuilder Management
- Yard Sign Tracker
- Mailings

## Volunteer Etiquette

- #1 Rule —— Never ask volunteers to do anything you wouldn't do yourself
  - Knock doors and phonebank alongside them
- Be respectful of their time
  - Be prepared for volunteers to show up
  - Have tasks and trainings ready -- and always have extra work ready to go
- Ask for honest feedback——and listen
  - Implement necessary changes to ensure a rewarding volunteer experience

## Maintaining Volunteers

- The more people are invested in your campaign, the more they will give
- A positive campaign culture is crucial
  - Keep it energetic and fun so volunteers want to return
  - Thank your volunteers on a regular basis, and ensure staff does as well

**Practice your door and phone stump speech with group. Be prepared to share!**

# Communications and Messaging

## Why Are You Running?/Stump Speech

- Have a concise answer to the following question: "Why are you running?"
- Your stump speech is the long version of your answer.
  - I. Introduction
  - II. Bio
  - III. Why are you running
  - IV. Conclusion

## Field

## Voter Contact

Door knocking is the most effective form of communication between a campaign and a voter.

**GOAL:** Knock every targeted household.

## What Do I Say To Voters?

- Introduce yourself
  - Who you are and why you're running
- Ask for their support
  - Record this information
- Ask about the issues they care about
  - Take notes!
- *If they will definitely vote for you*—Sign them up for an ABR

## Early Voting in Iowa

- What is an ABR? (Absentee Ballot Request)
  - Mail ballot
- Why vote early?
  - Banks votes early
  - Saves resources
  - Allows you to focus on persuasion

**Democrats regularly lose on Election Day. Early voters are crucial to our success.**

# Fundraising

## Basics

- *There Are No TRICKs*
- Create a Plan
  - Goals
  - Ways to Raise
- Create Fundraising List
  - Target Donors
  - Keep Building Over Time
- Schedule Call Time and Face-to-Face Meetings
- Re-Solicit!
- Thank Your Donors
- Repeat

## Ways to Raise Money

- Phone Calls and Face-to-Face Meetings
- Fundraising Events
- Fundraising Letters
- House Parties
- PAC/ Lobby Contributions
- Online Contributions

## Create Your Plan

### You must have a roadmap

- Challenging, yet Realistic
- Set Goals in Increments
  - What is my overall goal?
  - What is my monthly goal?
  - What is my weekly goal?
- Hold yourself accountable!
- Early money is the best money

## Ways to Raise Money

- Create a Fundraising List
  - Friends and Family
  - Professional Networks
  - Social Networks
  - PACs
  -

- Schedule Regular Call Time and Meetings
  - Have a weekly donor meeting goal
  - Keep call time set and sacred
  - Follow-up on outstanding pledges

**Remember to keep adding to your list over time. You want to utilize all your newfound supporters and contacts!**

### **Making the Ask**

- Know How Much You Want
- Make a Specific Ask
- Ask, Then Don't Talk
- Wait for an Answer
- Work for a Commitment

**Re-Solicit Your Donors!  
Don't Forget to Thank Every Donor, Every Time**

### **Campaign Budget**

#### **April-August**

- Letterhead and Envelopes
- Fundraising Stamps
- Cowboy Cards
- Summer Parade Fees
- Misc. (Name Badge, etc.)

#### **September-Election Day**

- April-August
- Paid Communication (Mail, Radio, etc)

#### **What is your Total Budget?**

### **Fundraising Timeline**

#### **Now**

- Friends and Family Letter
- Kickoff Event Planning (allow 6 weeks)

#### **May**

- May Fundraiser

#### **June**

- 1 House Party
- July Fundraiser Planning (allow 6 weeks)

#### **July**

- Major Fundraiser

### August

- 2 House Parties (in district)
- Re-Solicit Mailings

### September

- 2 House Parties (In district)

### October

- Re-Solicit Mailings

**Don't forget to keep up with your regularly scheduled call time!**