

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 activities
- Reminder calls are a must!
- Keep your volunteers tasked
- Do the work with 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 Fundrauser

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!