

Running for Local Office: Key Takeaways

1. Begin by identifying your campaign needs and limitations, which include funding, staffing, name recognition, credibility, and more.
2. You must build your campaign infrastructure of staff, volunteers, interns, and an online presence, while also establishing your ballot title and key campaign issues.
3. Fundraising and endorsements are crucial for any campaign, so you must determine potential sources and earn their support.
4. The grassroots element of campaigning is also crucial, as this is where you connect most directly with the communities whose support you are seeking.
5. Win or lose, it is important to critically assess your campaign through a post-election autopsy, reflecting on what you learned and how you will apply your experience moving forward.