

Running for 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.
6. Running for office is a huge decision and commitment that not only involves you, but your family, friends, and supporters.
7. It is essential to determine *why* you want to run, which must be convincing to you and to those whose support you are requesting.
8. Your qualifications, winning probability, and candidate requirements are also important factors to consider before committing to a campaign.
9. Understanding the policy issues and demographics in a given area will allow you to resonate with voters, who expect you to know where they are coming from.