

## Considering Running for Local Office: Key Takeaways

1. Running for office is a huge decision and commitment that not only involves you, but your family, friends, and supporters.
2. It is essential to determine *why* you want to run, which must be convincing to you and to those whose support you are requesting.
3. Your qualifications, winning probability, and candidate requirements are also important factors to consider before committing to a campaign.
4. 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.
5. All campaigns require funds to do anything—you must determine how much funding you will need and what sources will be available.