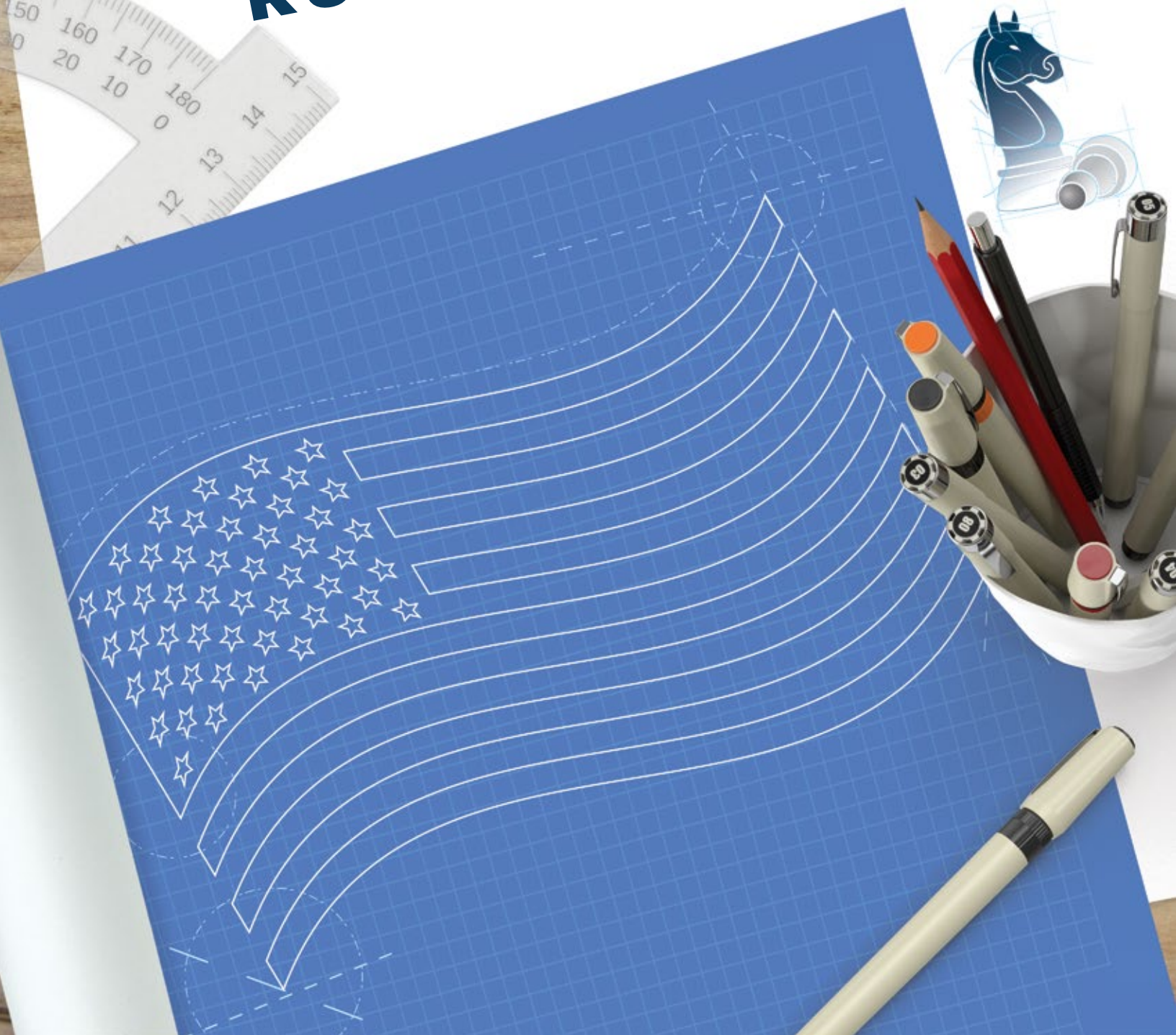




HOW TO

DECIDE IF YOU'RE READY TO

RUN FOR OFFICE





THINKING ABOUT RUNNING FOR OFFICE? **ASK YOURSELF THESE QUESTIONS.**

To run or not to run. That's the question.

There are over half a million elected offices across the nation spanning federal, state, and local levels.

What made all of those people decide to run for office?

What is your motivation for running today?





In our 25 years of experience, the Majority Strategies team has helped over 7,500 campaigns and clients at all levels of government.

We know what it takes to run. We know what it takes to *win*.

If you are on the fence about running for office, you need to ask yourself a series of tough questions to determine whether you are ready for what's ahead, both on the campaign trail and in office if you win.

Let's get started.





DO YOU WANT THE JOB? WHY?

Whether it is a race for dog catcher, city council, state senator, or state treasurer, you are running for a job with responsibilities and expectations.

Are you passionate about a particular issue? Will this office allow you to deliver change on that issue?

Have you run for office before and are now thinking about running for higher office? What is your real focus?



DO YOU KNOW AND UNDERSTAND THE DISTRICT OR AREA YOU WANT TO REPRESENT?

You may have lived there for a few years or your entire life, but just how much do you know about the district or area you would represent as an elected official?

Understanding the people who call the district home is critical to your success.

How big is this district?

How many people would you represent?

What is the ethnic makeup of the district?

Check [census.gov](https://www.census.gov) to learn more details.





DO YOU HAVE THE TIME?

Campaigns will always take more than you thought and keep you busy for longer than you wanted.

Running for office is akin to taking on a full-time job, one you could have for 12-18 months ahead of Election Day.

What does your calendar look like?

What are you willing to sacrifice to make room for your campaign?



DO YOU WANT TO DO SOMETHING, OR DO YOU WANT TO BE SOMEBODY?

What issues do you care about the most? Are those in line with what voters in your district care about?

What changes or legislation will you champion?

If you win, how will you define “success” two or four years from now when you are up for re-election?





DO YOU HAVE A GOOD STORY TO TELL?

What defines you?

Are you a business owner?

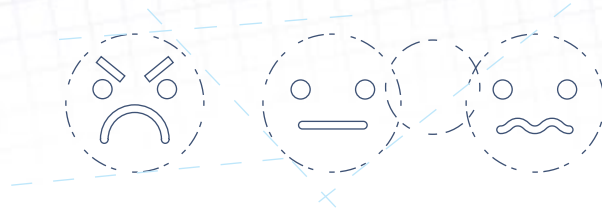
A parent?

Where did you grow up?

How do those and other life experiences influence your desire to run for office?

What experience do you have to lend credibility to your message?





ARE YOU PREPARED FOR THE SCRUTINY?

Start with a quick search of your name online. What comes up?

Take a look at what you've put out on social media, including comments you've made, pages you've liked, groups you've joined, and content you've shared. What story does all of that tell?

Are you involved in any open lawsuits? Do you have any tax problems?

Are you ready for everyone to judge you on all your past transgressions?





WHAT DO YOU HOPE TO CHANGE OR ACCOMPLISH?

Being able to clearly tell voters what you intend to do if elected is key.

What are your priorities?

What is realistic to accomplish?

Remember, voters will hold you accountable later for your promises made.



CAN YOU ARTICULATE YOUR BELIEFS WELL TO OTHERS?

As a candidate for office, expect many opportunities for public speaking. That may make some people very uncomfortable. For others, they will relish the chance to speak to voters, whether individually or in large numbers. That includes the media.

How comfortable of a public speaker are you?

Are you charismatic? Can you engage an audience?

Can you tell a good story?

Equally as important, can you listen? People tend to listen better after they've been listened to.



ARE YOU PREPARED TO DISCUSS THE ISSUES?

Talking about the issues is more than facts and research.

Yes, you need to have a command of the details, but you also need to be able to explain the issues in a way that implores people to 1) care and 2) support your position and plans.

How well versed are you on the issues?





CAN YOU RAISE MONEY?

Campaigns cost money. Advertising and media exposure are impossible without funds.

A state senate race in California may cost upwards of \$1 million. A state representative race in North Carolina may be closer to \$250,000. A city council race in a small city may be less than \$15,000. Running for mayor in a city like Chicago? You will need millions.

One of the best exercises is to ask 10 family and friends for a donation. Five will say “yes,” but three of them will never make the donation.

That’s the challenge you face. Please, do not go into debt or mortgage your house.

PRO TIP: Majority Money can help. Majority Money’s fundraising experts can develop, manage, and execute a plan to identify, grow, and activate your targeted audience of donors.



CAN YOU RECRUIT ENOUGH FAMILY, FRIENDS, AND SUPPORTERS?

You’ll need the support of your family and friends throughout the campaign.

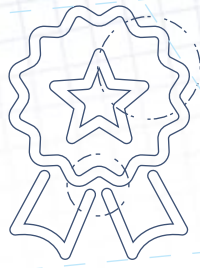
They are your first and best source of volunteers and supporters.

Are they willing to volunteer, walk door-to-door, and help organize events?

Are they ready for the time commitment? The summer weekends spent at campaign events?

Will some financially support you?

Talk with your family and friends before you decide to run.



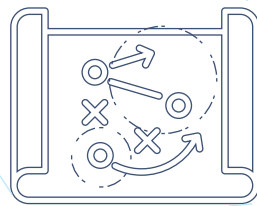
CAN YOU WIN?

Have you looked at the political makeup of your district?

Can you win in the district you want to represent?

Running as a Republican in a 70% Democrat district will have a lot to do with your success – or lack thereof – on Election Day.

While you learn more about your district, be sure to understand what challenges or advantages you may have in a potential race.



ARE YOU PREPARED TO WIN?

Have you thought through the commitment you are making if you win office?

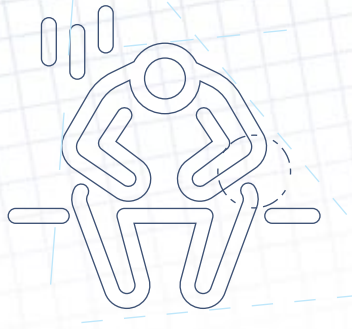
Will you have a commute?

How much flexibility do you have with your current job? Will your current employer be flexible with your new public role?

Many newly-elected officials think the campaign ends on Election Day. Are you ready to start running for re-election as soon as you win?

PRO TIP: Made the decision to run? What's next? Email our team at info@majoritystrategies.com to receive a copy of our campaign supply list for everything you need to run a successful campaign.





ARE YOU PREPARED TO LOSE?

There are no guarantees. You may not win.

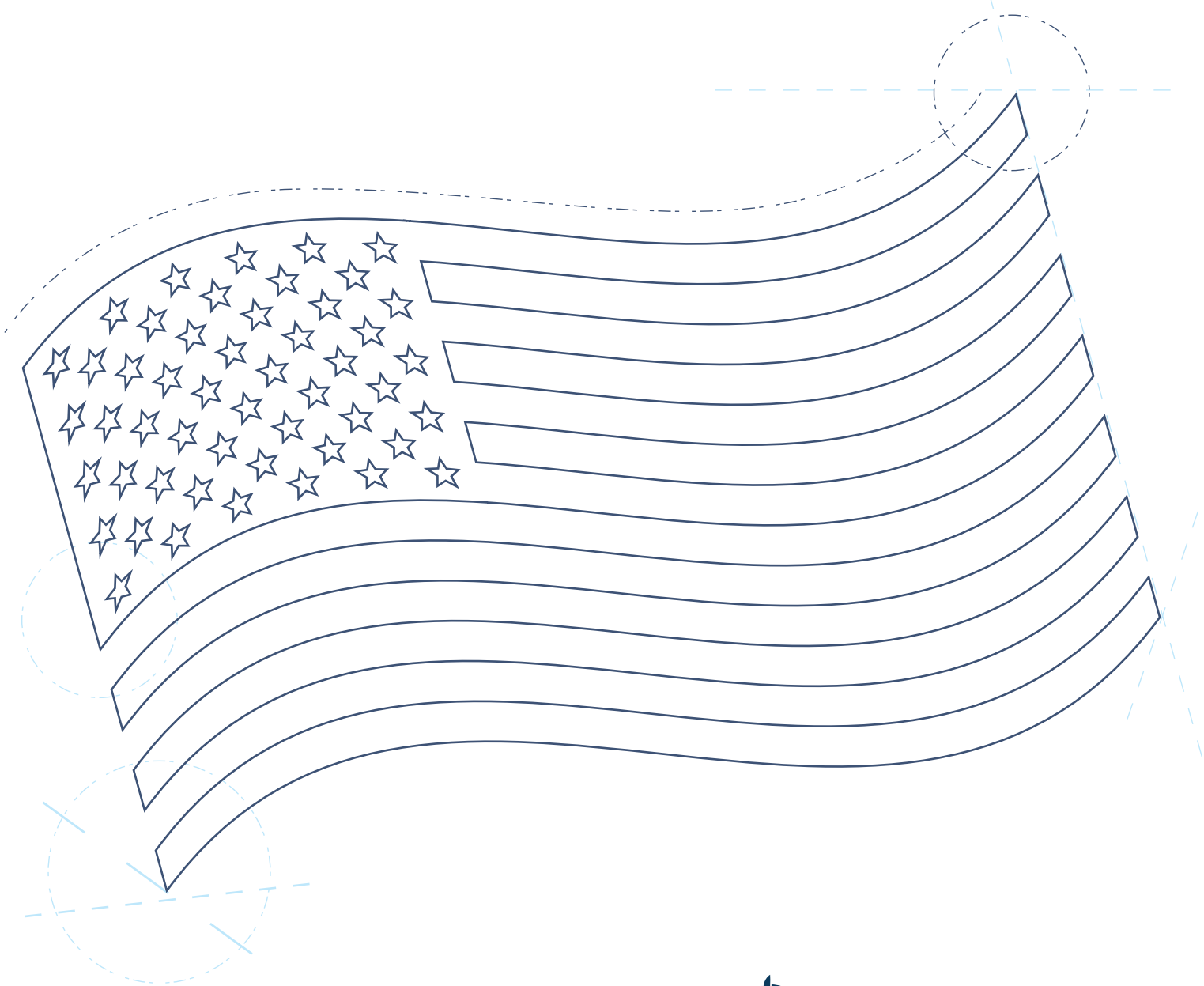
Are you ready for that?

Are you prepared to thank family, friends, volunteers, and supporters for all of their help when you still came up short?

Are you prepared for the repercussions of negative things people will say about you, whether true or false?

Are you prepared to move on ... or run again?





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WWW.MAJORITYSTRATEGIES.COM

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