

SO YOU WANT TO RUN FOR OFFICE?



You know what's better than complaining about our political system? Doing something about it! You're smart, you have ideas, and you have guts. You, my friend, are a politician with huge potential to make a difference. You know what's going on in your area better than anyone else. So go learn more and do something about it!

1. **BE INSPIRED.** Don't hesitate, decide you want to run for office. Be inspired to serve your community. Close your eyes and imagine winning and helping your people.
2. **TALK TO OTHER LOCAL POLITICIANS ABOUT THEIR LIVES.** Don't be shy, email or call them to set up an office meeting, one-on-one, and just start having conversations. The more conversations you have, the more you'll learn, the better prepared you'll be. You'll never stop meeting people who can help you.
3. **SURROUND YOURSELF** - Surround yourself with support, with friends, with other politicians, with people that will give you high-fives, ask you questions, and give you good ideas. Don't let people distract or bring negativity to your campaign.
4. **ASK YOURSELF WHERE!**? Where are you right now? What county? What town? Are you going to run for office in your county, city, for a federal office? Once you have a focus, do your research on the offices and what it takes to get into them.
5. **ASK YOURSELF WHO!**? Who are you!? Who are you right now at this moment? What adjectives describe you? Which adjectives do you want to be more like? Do you want to be a better listener, a better communicator, a kinder person, a more generous person, a more intelligent person? Who do you want to be? This will inform your platform and what you stand for.
6. **WHAT ARE THE PROBLEMS?** Politicians make things better! So what sucks? What ticks you off? What makes other people mad? Who needs help? Figure out what needs to be done, ask people what sucks, and then start thinking and start asking what could be ways to solve those problems...
7. **VOLUNTEERS & TEAM.** Most campaigns are won on the ground. Your friends, those skilled COMMUNICATORS & ORGANIZERS, those passionate believers, all of these people are needed to carry out the below. You will need a team and work with people to carry out your ideas.
8. **COMMUNICATE.** What are you going to tell people? How are you going to tell people? Are you going to meet with people door-to-door, are you going to throw a party, are you going to throw a rally, are you going to give a speech and allow for people to ask questions? Are you going to put up signs, talk on radio shows, communicate on Facebook? Will you use Twitter or write a really inspirational letter to your friends?
9. **CHA-CHING CASH FLOW.** Money will be coming in and money will be going out. Having enough money and spending or investing it to be the most effective is called BUDGETING. That silly adult word just means making sure the money can back up your plan. FUNDRAISE (from everyone, the rich and not) and SPEND (on materials) to get you elected.
10. **OPPONENT.** An election means that people decide who will help them more. Your opponents will have ideas, plans, actions, and promises, just like you, that will make people think that they are good for the job. Know your opponents, research them, know your ground, be firm but be nice.
11. **BELIEVE IN YOURSELF AND DO IT.** Everyday you'll need to wake up with a positive attitude. Believe in yourself and your persistence and everyday actions will pay off. You can do it my friend. If you need any help, just call us.

OTHER RESOURCES

19 detailed steps from our homies at **Wikihow**

<http://www.wikihow.com/Run-for-Political-Office1>

A great self-quiz

<http://jaytownsend.com/jays-training-tools/so-you-want-to-run-for-public-office/>

Another great 10-step guide

<http://www.nycivic.org/node/839>