Are You Ready to Run?

The Leadership Institute
First Things First...

- Ask yourself “Why do I want to run for office, why should people vote for me over the other guy, and what am I willing to do to make sure I win?”
- Two important things:
  - Twitter and facebook will not win you an election
  - You still have to hit the pavement

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First Things First...

- Leaders stay the course even when blown by countervailing winds.
- Leaders guided by their own moral compass, principles and values, they must develop a foundation of strength and consistency.
- Open to opposing viewpoints, and be willing to listen.
- Voters must know that the leader has their best interests at heart. They can detect hypocrisy.
Who does this effect?

- This isn’t just about YOU.
- Your family needs to be behind you.
- They will be under a microscope, too.
- Be open about who your family is and realize they don’t have to be perfect.
- Running for office takes up a lot of your time.
Building your team

• The first thing a prospective candidate usually does is to host a small gathering of trusted friends and advisors in their home to pitch the idea.

• Who will be critical of the idea? Make sure that someone present has managed a campaign before. This is the time to have brutal honesty, eliminate group-think.

• Break a plan into its core programs, assign trusted and capable leaders to lead the implementation.
Building your team

- Essentials to motivation: share values, share goals, share vision.
- Don’t assume that if people come, they support you. Good attendance at an exploratory committee meeting is not the same as support.
- Before they leave, ask people if they think you should run. Ask for a yes or no answer. Also, ask if they are willing to make a significant commitment to your campaign.
- Things happen in people’s lives, some people will eventually drop off the campaign. Make sure you aren’t relying on too few people to get this big job done.
Staff and Volunteers – Tom, Dick, and Harry – Who Do We Want?

• Campaign Manager
• Finance Director
• Treasurer
• Communications Director
• Advisory Committee - Kitchen Cabinet
The Role of the Candidate

- Conduct research, make an informed decision to run.
- Have a clear understanding of WHY you are running. And an even better answer.
  - How many votes do you need, from whom?
  - How much money, from where?
The Role of the Candidate

- Write a confidential autobiography that is for in-house use only.
- Get all of your skeletons out in the open, or at least a plan.
- Tie yourself to the district.

What is your story?

- Are you appealing?
- Can people relate to you?

• Average Joe?
• Silver Spoon?
• Reformed Sinner?
• Rags to Riches?
Message and Plan

- Develop your message after determining...

- Write your campaign plan – it will be a living, breathing document.
- Stick to your message and plan to ensure smooth-sailing, but be ready for anything.
Show me the Money!

• Develop a fundraising plan.
• You need seed money.

• Contributors

• If you don’t have 100 people you can ask for money, then you probably do not have a feasible campaign.
• ASK, ASK, ASK. NEVER STOP ASKING!
I’ve Been Everywhere...

• Know the layout of the district.
• Tour the geography.

Get to know the people.

You need stories about real people.

“This guy” versus “Joe Smith.”
I’ve Been Everywhere...

• Learn the issues that people care about.
• Know the local hangouts.
• Find the “social mayors” of the neighborhoods and befriend them – they know the local gossip.
• “We, the people” not “Me, the candidate”.

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The Calm Before the Storm

- Determine your pre-announcement timetable
- Prepare “the speech” and “the book”
- Get professional candidate training (check that off of your list today!)
- Create a personal contact pyramid and start dialing – lets people feel like “insiders” and they will help you out down the road
- ANNOUNCE! And then get ready for the real fun!

And please, for the sake of everyone...
Control Yourself!
Now that you have an idea of what it takes...

...you are ready to answer honestly to these important questions.

- Do I want the job?
- Do I know what I want to do with the job?
- Can I take the time?
- Is this the right time?
- Can I take the name-calling, lies and gossip?
- Can I win?
- Can I afford to lose?
- Can I afford to win?
- Can I raise enough money?
- Can I do this to my family?

Courtesy of Ron Faucheux
Questions?

The Leadership Institute
The Leadership Institute
1101 North Highland Street
Arlington, VA 22201
Phone: (703) 247-2000 or (800) 827-5323(LEAD)
Fax: (703) 247-2001