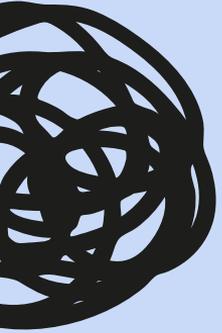




**Spring Training Workshop –
Organizing Your Campaign: Choose Your
Office & Build Your Team**



WIL
WOMEN **IN** LEADERSHIP



Identify Your Inner Circle

- x Workshop 1 of 4 in the Spring Training 2023 Series
- x In this workshop, you will **identify which office is positioned to address the issues you care about and where political opportunities exist.** Then **learn how to harness the community of people [you already know and those you want to get to know] who can help your campaign by voting for you, donating, volunteering, and joining your campaign team.**



x



Hello!

Lauren Harper

Political + communications
strategist with CityBright and
co-founder of The Welcome Party
& WelcomPAC

Formerly:

Mayor Steve Benjamin,
Beto O'Rourke, Sen. Mia McLeod





Hello!

Nocola Hemphill

Founder + Executive Dir.
Southern Women Philanthropy
Conference

SCDP Black Caucus Comms.

Formerly: Chris Nelums,
Lashonda NeSmith-Jackson,
Sen. Mia McLeod, Tom Steyer



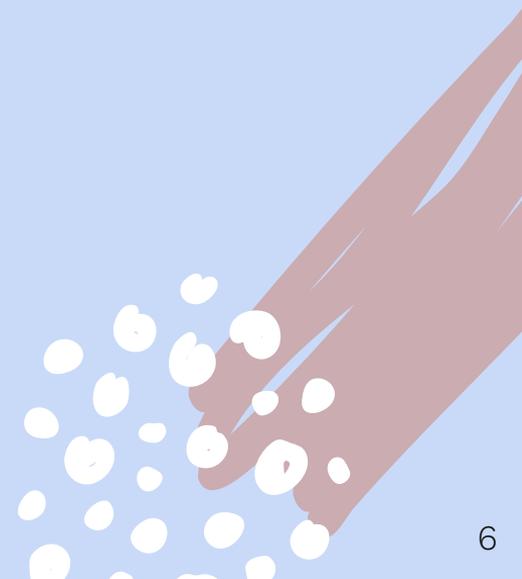


**What will you run
for?**



South Carolina elected offices

- x Local
- x State
- x Federal





Local

- x City - Mayor, City Council
- x County - County Council, Solicitors, Sheriffs
- x School Districts



State

- x State House
- x State Senate
- x Statewide Elected Offices



Federal

- x U.S. House (congressional district)
- x U.S. Senate (statewide)



How do determine office

What issues do you care about?



Things that you find yourself talking about often with coworkers, friends and family

What seats are open?

2023 and 2024 both present different opportunities for seats that are open - municipal and county offices this year and state legislature next year

Challenging a troublesome incumbent



A seat may not be open, but an incumbent who's been in hot water with constituents or vulnerable electorally could be challenged - by you!



Know your district



- x Resource: [Researching Your District](#)
 - x Understand demographic information ([US Census Data](#)) – race, gender, household income, age, etc.
 - x Understanding district cultures – being able to reference local high schools when needed or popular small businesses, like restaurants
 - x Knowing the players - folks who are heavily involved in the community you'd want to get to know and have them know you
- 

Know your district (cont)

- x Knowing other elected officials
- x Knowing voter turnout for past 2-3 election cycles
- x Precinct data
- x Researching PVI (D+8, R+12) – partisan lean will deeply affect your campaign messaging and how you build coalitions!
- x Deep diving into the Voter File

VoteBuilder



VoteBuilder: The database software with the voter file.

**Note: the voter file is public record, however, Votebuilder has more up-to-date contact info for phones and emails*

- ✘ Database of registered voters that can sort data for party affiliation, voting history, geographic location
 - ✘ Tool to create canvassing lists, phone lists, and email lists
 - ✘ Stores information on campaign's voter contact ie. 1's, 2's, 3's etc
 - ✘ Critical for Get Out The Vote efforts and tracking campaign voter data
 - ✘ Build cost into budget
- 



The fine print

Qualifications

What qualifications are required for you to be eligible to run?

Filing Deadline

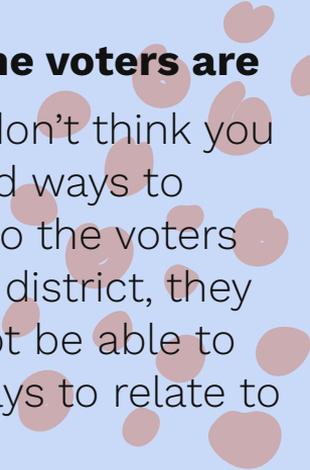
You can find information on filing deadlines on the SC Elections Commission website

Job Description

When you research the role, is it work & responsibilities that you believe you could sustainably do over the course of your term?

Who the voters are

If you don't think you can find ways to relate to the voters in your district, they may not be able to find ways to relate to you





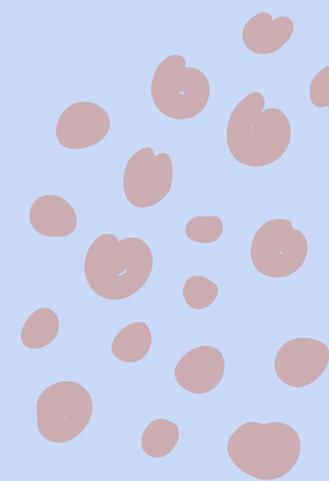
Office <> Life

**Is it full-time or
part-time?**



**Can your
day-to-day life
weave itself into
your role as an
elected official?**

\$\$\$



Getting on the Ballot and Complying with State Ethics Commission

Contribution limits:

Candidates may not accept more than the following amounts from individuals during an election cycle:

- ✘ \$3500 for statewide candidates or \$1000 for local candidates.

- ✘ Candidates may not accept more than the following amounts from political parties during an election cycle:

- ✘ \$50,000 for statewide candidates or \$5,000 for local candidates.

Contribution limits apply to each primary, general, and runoff election. One contribution limit applies to candidates who are unopposed during an election cycle.



**Who do you need
on your campaign
team?**

Establishing a Team

Kitchen Cabinet:

- ✘ Group of trusted advisors comprised of family, friends, and community members
- ✘ Assign a chair/treasurer. *All campaigns must have a treasurer by law

Staff:

- ✘ Paid positions built into campaign budget such as Campaign Manager, Field Director, Finance Director, Comms Director

Consultants:

- ✘ Paid advisors to provide strategic guidance for campaign planning or specific campaign components such as communications, field and fundraising

Volunteers:

- ✘ Unpaid constituents dedicated to various aspects of campaign, especially field work

A Winning Team will be:

- ✘ People who believe in YOU
- ✘ People who understand the voters in your district, even if they're not from there or working there in-person with you
- ✘ Similarly, people who are willing to speak your voters' language and share their ideology for the purposes of your campaign
- ✘ People who are willing to work REALLY hard and make sacrifices
- ✘ People who talk about you to encourage others to vote for you
- ✘ People who are able to work smart and be efficient

Establishing a Team - Resources



[Building your campaign team tip sheet](#)

[Skills assessment for candidates and campaign staff](#)



Budget



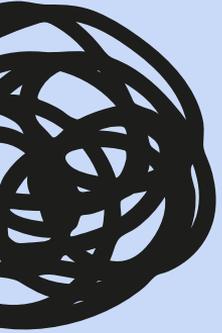
Things to Consider:



- ✘ Overhead/Office Space and utilities
 - ✘ Staff: Campaign Manager, consultants, etc.
 - ✘ Campaign Tools: Votebuilder, Mailchimp, Canva, MiniVAN, Act Blue/Andedot
 - ✘ Paid Communications: Mailers, social media ads, tv ads, radio ads etc.
- 



**Choose and grow
your campaign
community**



Identify Your Inner Circle



- x Who are the last 10 people you texted? Who picks up your call at all hours? Who will be 100% honest with you, even when it hurts? Who drove your kids to school when your car broke down? You're going to ask these people for a ton of help. They may be part of your campaign team, or they may help you personally to free up time for your campaign
- x Write down their names and contact info and what you are going to ask of them
- x When you ask, be specific. People are more likely to respond when you make a direct request.



x

Identify Your Community Circle

- x Friends (not part of your inner circle)
- x Neighbors
- x Members of orgs/clubs you're part of
- x Members of your church, synagogue, mosque, etc.
- x Sorority sisters
- x Former classmates/school friends
- x Members of Alumni Assoc
- x Fellow PTA members
- x Professional networks/associations
- x Teammates/other parents from rec sports leagues
- x Members of your book club
- x Coworkers (past and present)
- x Write down their names and contact info and what you are going to ask of them
- x When you ask, be specific. People are more likely to respond when you make a direct request.

Grow Your Community Network

- ✗ **Join, Join, Join** - are there groups that look awesome, but you've never thought of joining? Or you've never had the time? Join in, make friends, tell them you're considering a run for office.
- ✗ **Connect, Connect, Connect** - Tell people about your campaign and that you're looking for help/support/advice.
- ✗ **Show Up, Show Up, Show Up** - Did you recently get an email asking you to attend the neighborhood watch meeting? Consider showing up so the person who asked will show up at the voting booth for you.
- ✗ **Host, Host, Host** - Gather friends for a book club, dance party, or viewing party. If you only know a couple people, ask them to each bring two friends. If you don't have space to host, ask a friend to host at their place or find a bar or restaurant.

Grow Your Community Network

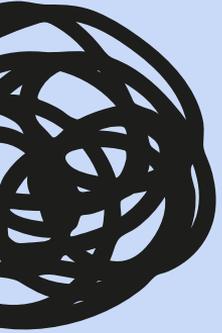
- ✗ **Befriend your friends' friends** - Ask your inner circle if there are people you should know. GET EVERYONE'S CONTACT INFORMATION.
- ✗ **Don't be a jerk!** - When people help you with their money, time, and talent, thank them!
- ✗ **GET EVERYONE'S CONTACT INFORMATION.** These are your followers/supporters. Start a "Campaign Supporters List" Google Sheet or Excel file. Get contact info for everyone you meet and talk to about running for office and put it in the spreadsheet.



**Whew okay, y'all still
with me?**



Relational Organizing



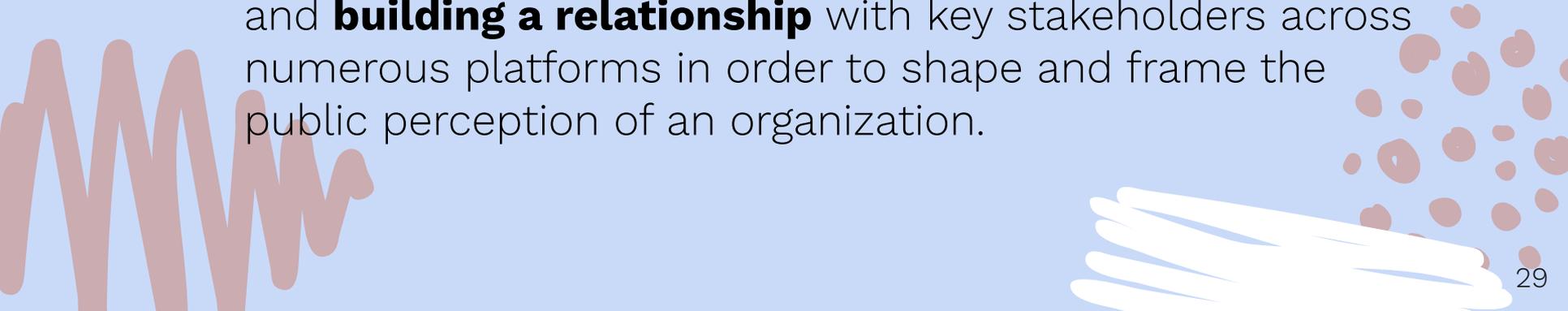
A slice of PR...



“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” -PRSA



At its core, public relations is about **influencing, engaging** and **building a relationship** with key stakeholders across numerous platforms in order to shape and frame the public perception of an organization.





Where does Relational Organizing fit in?



Relational Organizing

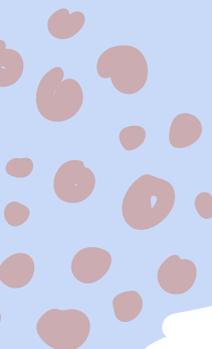
Data shows that a relational touch – a person talking to someone they know and have a relationship with – is **more than 2.5X more effective than a stranger talking to a stranger**. It's also more efficient– if you're knocking doors or making phone calls, you're likely to talk to 1/10 people, but with relational organizing, if you were going to call or text 10 people you know, you'd likely reach and talk to most (if not all!) of them.





Where it began

The term “relational organizing” is a trend that was coined during the Obama campaign, but as a concept, it was birthed during the Civil Rights Movement, and has been used by every trailblazing movement since the 1960s.



Women’s Rights...
Gender Movements...
Black Lives Matter...





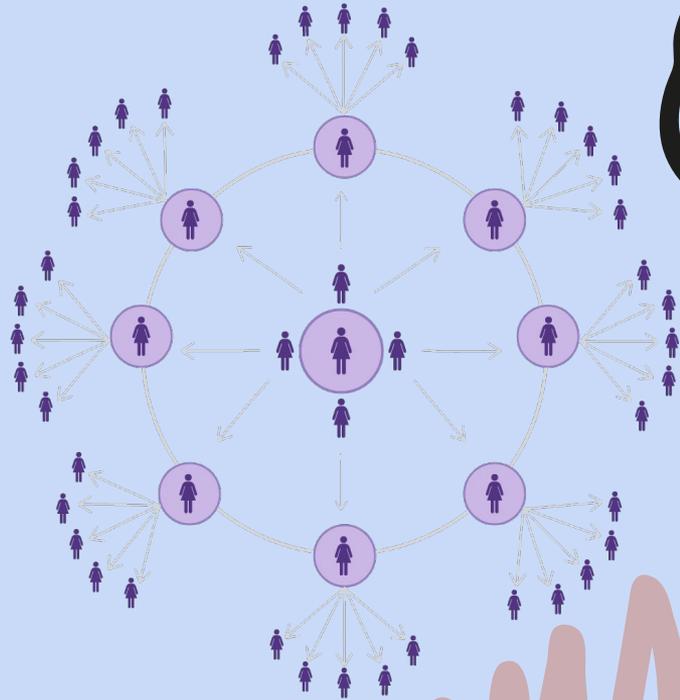
Relational Organizing

Relational organizing is the practice of leveraging one's network of friends, family, coworkers and other acquaintances, including their own, to rally around an issue. The framework, sometimes described as a hub-and-spoke or snowflake, for what boils down to **word-of-mouth activism and mobilizing the people you already know.**



The Snowflake

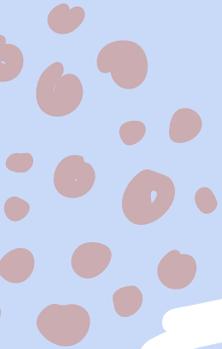
1. You are the central hub.
2. The nodes are your relationships.
3. Each node is its own central hub of its own relational network.
4. The snowflake—essentially your network, grows from each relational contact.





Small actions can make a big impact.

Voter Registration
Acquire Donations
Volunteer Recruitment
GOTV

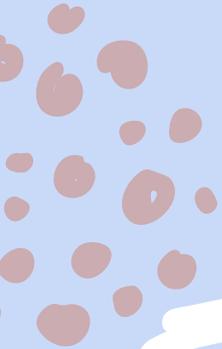




Tools

Basic Relational Organizing doesn't cost a thing:

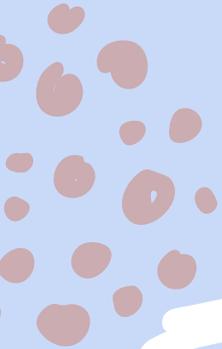
You
Your relationships
Ears, Mouth, Feet



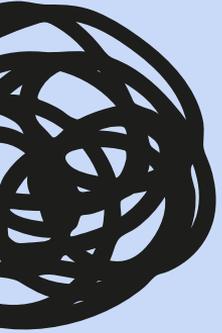


Relational Organizing

Relational Organizing 101



Questions?



Thank you!

Any questions?

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