

## Campaign Connections Worksheet

Use the [Campaign Supporters List" Google Sheet](#) to start making a list of the following:

- Family
  - Spouse
  - Children
  - Parents
  - Grandparents
- Friends
  - Close Friends
  - Neighbors
- Friends of friends
- Friends of family
- Family of friends
- Elementary School – think of students, favorite teachers, principals, school board members, coaches, teammates, clubs, neighbors, etc.
- Junior High School – think of students, favorite teachers, principals, school board members, coaches, teammates, clubs, neighbors, etc.
- High School – think of students, favorite teachers, principals, school board members, coaches, teammates, clubs, counselors, neighbors, etc.
- Undergraduate – think of students, TAs, favorite professors, clubs, advisors, coaches, teammates, roommates, etc.
- Post Graduate – think of students, TAs, favorite professors, clubs, advisors, roommates, Etc.
- Current Employers & Coworkers
- Past Employers and Colleagues (Every Job)
- Sororities/Fraternities
- Current Boards and Commissions you serve on
- Past Boards and Commissions you have served on
- Current Volunteer Organizations
- Past Volunteer Organizations
- Board members (others you know serving on boards)
- Service Clubs – Rotary, Kiwanis, Lions, Legion, etc
- Women's organizations (Junior League, etc)
- Parents of your children's friends/classmates
- Health communities (gyms, yoga studios, etc)

- Everyone you have ever emailed (Google how to download contacts from Gmail)
- Contacts in your phone
- Democratic or Republican groups
  - County Party Chairs should be contacted
- Followers/friends on social media (Facebook, LinkedIn, Twitter, Instagram, TikTok, etc)
- Faith organizations/faith communities
- Public servants (police officers, firefighters, teachers, etc)
- International communities
- Affiliate/affinity groups (many are nonpartisan so be mindful of how they can interact with you)
  - Local college/high school student organizations
  - Conservation/environmental organizations
  - Education organizations
  - Historic organizations (NAACP, League of Women Voters)
  - Civic organizations
- Professional organizations (for lawyers, doctors, etc.)
- Special interest groups (Sierra Club, Moms Demand Action)
- City/country/golf clubs (Capital City Club, Charleston Country Club)
- Professional development
  - Toastmasters
  - Leadership Columbia
- Shared interest social groups /Hobby Clubs
  - People you've met at dog parks, dinner parties, book clubs, life groups, professional sports games, wine, food, etc.
- Online community groups (gaming, mom blogs, Facebook groups, etc)
- People who have ran for office in your area (including those who lost their elections)
- People who have worked on campaigns in the area/state
- People who have volunteered on campaigns before
- Local elected officials (city, county, state legislature)
- Local folks who serve on boards/commissions
- Local influencers (activists, social media, community leaders)
- Neighborhood associations
- Professional Subcontractors (Suppliers, Vendors, CPAs, Attorneys, Manufacturers, etc)
 

*People who make money off of your company*
- Personal Subcontractors (Insurance agent, CPA, Attorney, Realtor, Stylist, Investment, Banker, Car Dealer, Veterinarian, Doctors, Dentists, Travel Agent, Groomers, etc.)
 

*People who make money off you and your family*

**Ideological:** Democratic leaning supporters who will get behind you because you are a member of that circle. Examples of these are political organizations such as Democratic, choice, LGBT, ethnic groups, environment, labor, animal rights, tribal, etc. Also look through any past

legislative network - who did you carry bills for, who have you met with, what business have you toured – go through any available schedules to determine past meetings/contacts, were you given an award by anyone – who is on their board, are there any national groups or task forces you have served on – who have you met at conferences or served on boards with?

*Who do you know?*

**Ax-To-Grind:** Ax-to-Grind donors give because the opponent's victory would adversely affect their personal interests, or has already done so. They have tremendous incentive to weaken your opponent and strengthen your candidate. Their allegiance is not directly to your candidate, but to ANY candidate willing to go up against the perceived bad guy.

*Who do you know that fits this description?*

**Power:** Donors in the Power Circle give to protect and advance their economic interests. These are the folks that come on very late in a campaign. Power Circle donors tend to give once a candidate has demonstrated viability. They include business interests, labor unions, political action committees (PACs), and professional associations.

*Do you have existing relationships with anyone who would fall into the power circle?*