

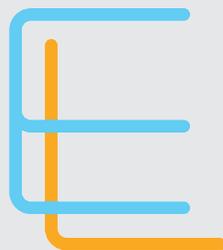
**EMERGING LEADERS  
INITIATIVE**

# LEAD BY RUNNING

## **EMERGING LEADERS INITIATIVE'S HOW TO RUN AND WIN GUIDE**

*Our Ten Tips to Running a Successful Campaign*





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*Our Ten Tips to Running a Successful Campaign*

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# CONGRATULATIONS!

## YOU'RE CONSIDERING THE POSSIBILITY TO LEAD BY RUNNING.

**We at the Emerging Leaders Initiative (ELI) offer our hearty congrats and hope you will step up and run.**

The future of our communities depends on leaders like you, who bring a fresh voice and millennial perspective to policy discussions.

As a nonpartisan organization, we don't care about your political leanings, but we do care that you are involved and engaged. We care about the policy discussions happening in communities across our state and nation. We care about how decisions are being made and who gets to have a say.

Our board is made up of people at every point on the political spectrum, but we're working together to get more young voices active in the decision making process. We know that running for office isn't for everyone, so we ask that you help where you can.

While this guide is specifically written towards candidates and campaign managers, it's important for volunteers and supporters to be involved and informed. Have everyone who's helping out on your campaign read through these quick ten tips so they can effectively help you run and win! We wish you the best in your pursuit.

**SINCERELY,**



# INTRODUCTION

Running for elected office is a serious decision that you should not commit to without thoughtful consideration. We've ordered the following steps from day one through election night and the closing of your campaign. Though these steps just skim the surface of what a campaign requires, it is a great starting point. We'll walk you through the basics of each of the ten tips and if you have any questions along the way, be sure to reach out to us through social media or via our email: [emergingleadersinitiativeofutah@gmail.com](mailto:emergingleadersinitiativeofutah@gmail.com).

## ELI'S TEN TIPS

- 1. Understand the local political climate**
- 2. Establish a committed campaign team**
- 3. Create a campaign plan**
- 4. Fundraise!**
- 5. File to run for office**
- 6. Create effective communications materials**
- 7. Build out your online presence**
- 8. Get to know your potential constituents (and let them get to know you)**
- 9. Assemble get-out-the-vote (GOTV) efforts**
- 10. Election night and beyond**

# 1. UNDERSTAND THE LOCAL POLITICAL CLIMATE

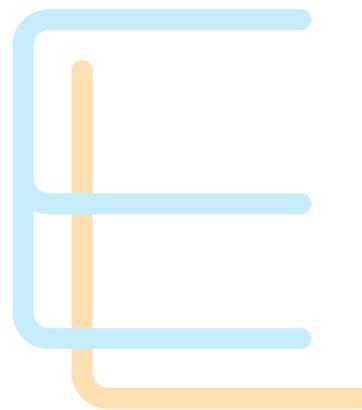
**BEFORE ESTABLISHING YOUR CAMPAIGN AND CANDIDACY, IT IS BEST TO UNDERSTAND THE POLITICAL ENVIRONMENT, OR “THE LAY OF THE LAND,” TO BEST ASSESS YOUR LIKELIHOOD OF WINNING ON ELECTION NIGHT. THERE ARE A FEW FACTORS THAT ARE A MUST WHEN ASSESSING THE FUTURE VIABILITY OF YOUR CANDIDACY:**

1. **Know before you run.** If you are running for a particular position, i.e. City Council or Mayor, then attend City Council meetings as a resident. Be sure to understand the time commitment the office requires. If you realize that the position seems unappealing, cumbersome, or will take too much time to give it your all, consider running for office at a later time or in a different capacity. If you can't commit to the time it takes to serve, you won't be able to commit to the time it takes to campaign. Always remember that a different position in your area may be better suited to your talents, time commitment, and interests, because no one wins if one's heart isn't truly in it.
2. **Know the issues.** Understand the issues that are important to voters, to other local elected officials, to your community, to surrounding communities, etc. Are these issues you are passionate about? Ask yourself—why am I running for office? What do I hope to accomplish? (Be specific.) How will my candidacy, involvement and representation improve the community I want to represent?
3. **Potential opponents and self-assessment.** This is very important: get to know the people running against you, and do a thorough self-assessment. It's important to conduct research on those seeking to represent your area, including yourself.
  - What uniquely sets you apart from the other candidates?
  - What experience does your opponent have that might overshadow your own personal background and story?
  - How do you overcome potential gaps in experience?

- Is there something in your personal history that could hinder your candidacy?
- Do you truly believe you are the best candidate for that particular office?
- How do you address concerns and communicate strengths?

This self-assessment is uniquely important for younger candidates because you will likely be competing against a candidate who has lived in the district for 20, 30, 40 or more years and who has 10, 20, 30 and more years of professional experience. You'll need to analyze how your experience, training, and knowledge is better suited to the office than those of your opponent. You might be new to the block and early in your career, but you may also have a better understanding of local issues, coalition building, problem solving, etc. Know what your strengths are and what you can bring to table—then stand firm behind that conviction.

4. **Do you have the support?** Running a successful campaign requires not only complete commitment from you and your family (this is especially important as it requires long nights and time away from home). It will also take the support of volunteers, community leaders, business leaders and interest groups. It is important to know if these groups will support your candidacy or that of your opponent. Not everyone is going to support your candidacy, but you need to have a base of support prior to seeking office. Identifying and building your foundation of support needs to start as early as possible.



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## 2. ESTABLISH A COMMITTED CAMPAIGN TEAM

**EVEN BEFORE FILING AS A CANDIDATE, IT IS IMPORTANT THAT YOU HAVE THE NECESSARY PEOPLE IN PLACE TO HELP YOU HIT THE GROUND RUNNING ONCE YOUR CANDIDACY IS MADE PUBLIC.**

The size of office you are seeking will greatly dictate the operating size of your campaign. Some campaigns may solely be staffed by you as the candidate with the help of a handful of volunteers. Others will require a full time campaign manager who will take care of the day-to-day operations of the campaign. Below is a list of campaign positions you may want to consider; however, in many instances, positions can be combined into one campaign title. In municipal races, you may find yourself filling all these roles, or you may have the help of family or volunteers to assist.

- **Campaign Manager:** Coordinates and directs all campaign staff activities.
- **Communications Director:** Acts as the point person for all press related activities. Develops key messages and identifies opportunities to share your message online, in print, on air, on social media, and in person.
- **Field Director:** Manages voter data, walking routes, and grassroots operations. Coordinates door knocking, cottage meetings, community events, and all other public outreach. Works alongside the volunteer coordinator.
- **Volunteer Coordinator:** Organizes volunteers to assist at all relevant events. This is a position that relies heavily on outreach to ensure the campaign has the necessary work power at any given moment.
- **Fundraiser:** Coordinates fundraising phone calls, events, and donation collections.
- **Scheduler:** Coordinates and responds to all meeting, media, and public requests and manages the daily schedule. This individual can also act as the driver, taking the candidate from place to place and ensuring the campaign stays on schedule.
- **Compliance Organizer:** Coordinates critical deadlines with the Federal Election Commission (federal), the lieutenant governor's office (state), or the county/city recorder (city). Ensures that you are following all laws related to fundraising and the use of those dollars (disclosure forms are required regularly during the campaign). Stays on top of deadlines, as late disclosures can jeopardize your candidacy.

# 3. CREATE A CAMPAIGN PLAN WITH SOLID DEADLINES

## CREATE A PLAN THAT MAPS OUT YOUR CAMPAIGN FROM START TO FINISH.

It is important to follow a consistent campaign plan and adhere to established deadlines. The timeline below is a mock schedule. For example, imagine that the filing deadline for a municipal election is June 1-7 and you are currently seven months from election night. This timeline will walk you through that scenario.



### TIMELINE FOR MUNICIPAL OFFICE

*(Example - Apply this general timeline according to the dates set by your elections director)*

#### **Establishing your candidacy**

- January - March: Understand the lay of the land.
- April 1: Establish organization. Create a campaign plan, establish a campaign team, and begin seeking support from community and business leaders.
- May 1: Develop preliminary communication materials. Secure a website, social media, handbills, mailers, etc. Keep in mind that you will likely need two different pieces to pass out to residents, so you can recreate and revise on round two of mailer efforts for the campaign.
- May 15: Begin general outreach to build community support in advance of filing.
- June 1: File for candidacy and make an official public announcement. When you file, you can request a district map as well as a list of registered voters in your district.

## Primary Election

- June 1: Begin knocking doors with your volunteer campaign team. Dedicate as much time to this as possible. Attend community events where you can sponsor a booth, wear campaign shirts, pass out campaign materials, etc.
  - Speak to residents as soon and as fast as possible so they have time to get to know you and feel comfortable voting for you.
  - Host cottage meetings sponsored by prominent leaders in your community and ask for donations wherever and whenever possible.
  - Make calls whenever you can before the primary election occurs.
  - Send out campaign updates via email to registered voters.
  - Register voters when you are campaigning! If you register them, they'll likely vote for you, too.
- July 10: Put up campaign signs. This should be done two weeks before vote-by-mail ballots arrive.
- July 25: Vote-by-mail ballots arrive. (Many counties in Utah are default vote-by-mail, as opposed to alternative voting methods.)
- Get out the vote (see tip 9: Assemble a GOTV Effort).
- August 1 - 11: Early voting (14 days before election)
- August 15: Primary election

## General Election

- August 16: Knock on doors again (2-3 times in entire district for municipal races) with volunteer campaign team. Repeat the same campaign field steps you took for June 1 (see above).
- September 26: Second blitz of signs (2 weeks before general election vote by mail ballots arrive)
- October 17: Vote-by-mail ballots arrive.
- Get out the vote (see tip 9: Assemble a GOTV Effort).
- October 24 - November 3: Early voting (14 days before election)
- November 7: General election
- November 8:- Closing out your campaign

If you are running a partisan election, know that you will need to consider the following items:

- Signature gathering
- Caucus night
- Party convention
- Primary
- General

While municipal elections are nonpartisan, it's still important to reach out to local delegates and precinct leadership for all parties as they are usually the most involved and committed activists in the community. Getting delegates, precinct chairs and other leaders on your side will be a big win come election day.

# 4. FUNDRAISING

## BUDGET

Every campaign requires a different amount of money to be successful. The biggest factor is the competitiveness of your race. Work with your campaign manager to put together a budget. Share that budget with your fundraiser to see if the desired amount to be raised is reasonable. If not, you will need to adjust your strategic plan.

## FUNDRAISING PLAN

Once the fundraising goal is in place, your campaign team should develop a plan of how you will get there. This starts with determining:

- The messages you will use to demonstrate viability;
- which tools you will use;
- how much will each tool raise;
- how to cultivate new donors; and,
- a campaign calendar of when these activities (and preparation for these activities) will take place.

The tools section should have include specific amounts that will be raising from each type of fundraising such as: personal solicitation, events, direct mail, internet, and online. It is not necessary to use all these mediums on every campaign, though all will have a personal solicitation component.

## PHONE CALLS

Fundraising phone calls are generally cold calls conducted by the candidate to known supporters/donors to ask them for a monetary donation. Once the call is over, it is the Fundraiser's responsibility to secure the check and deposit it.

### Contact List

After the Fundraising Plan is complete, you need to assemble a list of all your contacts and target contacts. Look through your personal rolodex, holiday party list, personal address book, old calendars, membership organizations, etc. Anywhere that you have a connection to people. This list can be done in an Excel document or in professional software depending on the level of your campaign. You'll want to label these potential donors into groups such as: friends and family, ideological donors, and power donors etc. This will help you prioritize the donors and use appropriate messaging for each group based on how they stand to benefit from you being in office.

## Call Time

The most effective and important way to fundraise is through personal solicitation or “call time.” Call time is when the candidate calls a list of supporters, starting with friends and family members, and makes a hard ask for a donation. When making a fundraising call, remember to be **FAB**:

- **F - Friend.** Catch up with the donor, make small talk, and ask them a question or two about how things are going. You can’t just jump right into the ask.
- **A - Activist.** Let the donor know what you’re up to: why you’re running, how your campaign is going, and what you need their donation for.
- **B - Banker.** Make a hard ask for a specific amount, then don’t say anything until they answer. If they say no, you can probably make a second ask for a smaller amount, or ask them for help in other ways.

## Pledges

Once you’ve collected a pledge from a donor, following up and actually collecting the donation is the most important step. Try to get the donation by credit card online, but if you can’t, send a letter with a return envelope, call to follow up, and go pick up a donation if you need to.

## ALTERNATE FUNDRAISING TOOLS

Other fundraising tools include: events, internet solicitation, and direct mail.

### Events

Events may include a house party or activity with the candidate. In general, ask the party host to plan this event and invite their network and have campaign staff follow up when appropriate. The candidate should not spend time on this. Fundraising events should have a clear hard ask in advance of the event.

### Internet Solicitation

Internet solicitation is a great way to get small dollar donations and send out urgent messages during pivotal moments in the campaign. Work to develop an e-mail list from all of your contacts and stay in touch with them around key points and deadlines in the campaign. Remember to focus on urgency and emotion in your emails! Make the case for why they should give right now.

**Direct Mail**

Direct mail will be used by larger campaigns. This is best utilized if you have a robust list to mail, and have the ability to have someone (either internal or external) manage this process.

**Paid Fundraisers**

If you choose to hire a fundraiser, they will require compensation for their work, which must be accounted for as a percentage of all donations. Compensation is a great incentive for fundraisers to chase down every single dollar. These rates are negotiable.

# 5. FILE TO RUN FOR OFFICE

## **THIS STEP MAKES YOUR CANDIDACY OFFICIAL AND AVAILABLE TO THE PUBLIC.**

Dates are constantly changing. Websites to the federal, state, and county filing organizations are included below. For city races, contact your city recorder's office.

Federal: <http://www.fec.gov>

State and county: <https://www.utah.gov/ltgovernor/>

# 6. CREATE AWESOME COMMUNICATION MATERIALS

Once a budget is in place and you begin to have cash on-hand, it is time to stock up on communication materials (lawn signs, door hangers, mailers, t-shirts, etc.) needed for your outreach efforts. A robust stock of materials ensures that low inventory never impacts potential outreach opportunities. Most campaigns buy half of their stock up-front, and the other half when more fundraising dollars have come in

## **DOOR HANGERS/HANDBILLS**

Design a campaign door hanger. Below is a website that provides easy to use, drag and drop, graphic designed door hangers at a good price: <https://www.speakeasypolitical.com/aboutus/>. Your message should be clear and succinct. Make sure you print enough door hangers requisite the number of likely voters to turnout in the election. If you are able to pass out door hangers more than once during your campaign, be sure to create a new design for round two.

## **MAILERS**

Mailers, oftentimes, can be costly. Research the cost of a mailer based on your voter list. Remember, you have to assess the cost of design, printing, and postage. When done right, mailers can play a large role in building name ID and message awareness. If you cannot afford a mailer, then printing door hangers will suffice. Prepare to plan out when your mailers will reach the mailbox. Strategy: it is best to guestimate mailings based around vote by mail, early voting, and actual voting dates. Having your mailer come at the same time as a vote by mail ballot, for example, will increase your odds of winning.

## **BANNERS**

Banners are a great way of keeping your brand visible in different spaces. Banners are more often than not used at tabling events (whether it's at a political party convention or community activity). You will want to print at least one banner to have on hand at such events. If there are high-traffic areas in your district, posting a banner in those areas could be helpful as well.

## **SWAG/PROMO ITEMS**

It can be tempting to make all kinds of campaign swag with your logo (pens, phone cases, water bottles, etc.), but most of these items won't help you get votes. It's important to save your money to pay staff, send direct mail, and pay for crucial campaign expenses, especially in a small race where your budget is small. If swag/promo items are offered as a donation, don't say no. Wherever you can build name ID is always a plus.

# **7. BUILD OUT YOUR ONLINE PRESENCE**

## **AN ONLINE PRESENCE FOR YOUR CAMPAIGN APPEALS TO ALL DEMOGRAPHICS.**

Voters are increasingly using some media, and many rely on a website to present to them a candidate's profile, background, etc. Your online presence will build name ID and help spread your campaign platform and activities in real time.

## **WEBSITE**

While websites have diminished in impact with the emergence of social media, it is still a critical means of communicating your campaign platform and principles. Make sure you purchase rights to your domain as soon as you know you are running for office. This is typically an annual fee and you should register as a ".com", ".org", or with the newest domain, ".vote". Keep your web address as simple as possible so it is easy to remember. You can typically purchase your domain address through a website builder such as: Weebly, Squarespace or Strikingly. Some web builders are "drag and drop" while others require a little more knowledge.

## Design

A website is a critical tool where you interact with potential voters and supporters. There are plenty of “cookie cutter” web pages and you’ll need to think through how to differentiate yourself from other political candidates. Designing a website on your own saves money, however you can often times find a web designer at a reasonable price. There are many tutorials online that help first time website developers. For example, Nation Builder, an online community engagement platform, provides data storage and website development specific to candidates running for office. Nation Builder also provides a platform to track money raised on the website. This or other platforms may be a useful addition to your website.

## Content

Your website needs to contain: your background, platform, contact info, and any links to online fundraising/social media efforts that you have. The content should be succinct and organized. How your website looks affects your public appearance significantly. Any endorsements you receive should be prominently displayed on your website.

## SOCIAL MEDIA

Today’s campaigning happens on the phone, via email, at the doorstep, at events, and... you guessed it, via social media! Social media is an effective tool if you know how to use it. In the very least, it’s a cost-effective way to communicate with supporters. While social media may seem a quick addition to your communications portfolio, it can become very time consuming.

If you are not social media savvy, find someone who is and ask them to help you with content and strategy. You want to ensure that you remain relevant, responsive and engaged. Keep your content professional, but simple and colloquial. Post pictures with every post. Tag friends, locations, businesses and anything you can in your posts (tactfully and within reason) to expand your reach. Ask your supporters to share your posts (not in the post itself, but via email, phone, text etc.). While you might be tempted to link your social media accounts and push out the same posts through each platform, this is a dangerous pitfall and can cause your followers to disengage and even “unlike” or “unfollow” you.

In addition to your organic reach (non-paid), you can sponsor posts through paid advertising that are targeted by demographics, geography, content, time, etc. Social media has created a new avenue to reach targeted audiences with a tailored message that resonates with them. You can target your post to reach 18-35 year old males in Salt Lake, Sandy and Draper, OR both males and females, ages 18-60, living along

the entire Wasatch Front. Different social media platforms offer different targeting mechanisms so take the time to research key tips online for each platform. Become familiar with how to manage your social media in a positive way and deal with negative commentators... it's bound to happen.

### **Facebook**

In the marketing and communications world, Facebook is still considered king among social media platforms. In the very least, any campaign should have a page for their candidate/campaign and should be updated regularly with relevant and action-oriented posts. Facebook and Twitter are the most “political” platforms, so campaign away. Be sure to check your privacy settings and make your campaign page public. You want to ensure you have maximum reach through your posts.

### **Twitter**

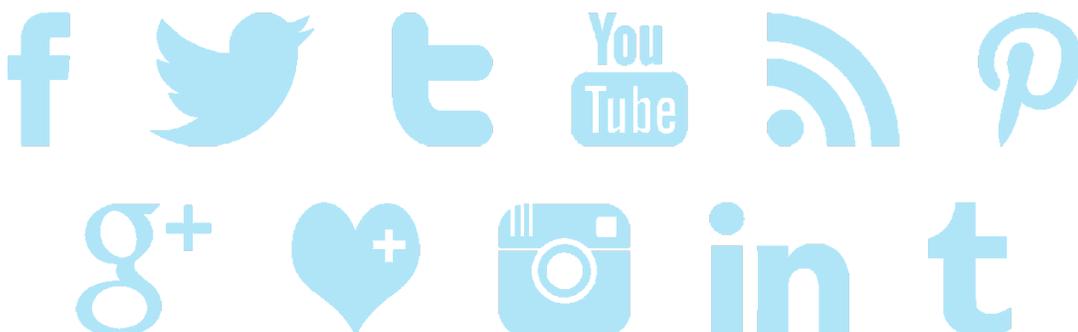
Your campaign should also have a Twitter handle. Twitter is a great way to engage in specific demographics (for example, many Utah elected officials will tweet about their legislation and activities). Keep your tweets to the point, use hashtags strategically, and include photos.

### **Instagram**

Instagram is a rising social media platform for campaigning efforts. To date, Instagram has been primarily for social interactions and not politicking. While we advise that you have an Instagram account, keep your policy-oriented posts to a minimum and let followers see your more human side. Post pictures of your campaign team knocking on doors, at community events, etc. Capture your campaign activity and share it with others.

### **Other Social Media**

While Facebook, Twitter and Instagram are the most used social media sites, don't overlook other platforms if you have the bandwidth. Other useful platforms include: LinkedIn, Snapchat, Google+



# 8. CONDUCT VOTER OUTREACH

## EFFECTIVE VOTER OUTREACH ISN'T JUST ABOUT TALKING TO POTENTIAL VOTERS.

It's about knowing who is most likely to vote, what messages will best resonate with them and how you can motivate them to vote for you on election day. Here are some tips and strategies to consider as part of your overall campaign plan.

### VOTER DATA

Call or email your local clerk or recorder's office to obtain an updated list of registered voters in your district. Break down your voter list into different sections, by:

- **Party affiliation** (Unaffiliated, Republican, Democrat, etc.)
- **Precinct** (identify precinct leadership for all parties who have them).
- **Voter history:**
  - Likely voter: usually those who have consistently voted in presidential, midterm and municipal elections for the last 2-3 cycles
  - Neutral voter: based on voting records, these voters are sporadic in which elections they participate in
  - Unlikely voters: those who haven't voted in recent election cycles

*Note: While these categories are nuanced, they may change depending on which office you run for. For example, if you are running for municipal office, you will want to pay more attention to who voted in past municipal elections (2-3 cycles back). Committed voters will show up whenever there is an election, while other voters are only going to show up during a presidential election.*

*Identifying potential voters is important so you can spend your time engaging people who will actually show up to vote. More detailed voter data can be purchased through some political data banks. Voter data experts may be available to conduct your analysis for you, so you can keep your focus on the field. You'll need to shop around for the right data set*

*and be ready to spend a good amount of campaign funds to get access. Gaining access to an existing voter database can be more useful than using raw data from your County Clerk; the Utah Democratic and Republican Parties have their own proprietary databases that you may be able to use. If you can't or don't wish to use a political party's database, you might consider a third-party database, such as NationBuilder.*

## **VOLUNTEERS**

Create a list of volunteers who will help your candidacy—and, more specifically, who will help you with specific tasks. Be clear about what volunteers can do to help you work more effectively and what tasks you, as a candidate, need to do in order to succeed.

## **TARGETING VOTERS**

It can be tempting to try to knock on every single door in your district, but with limited time, money, and volunteers, it's best to carefully target voters. Using past voting history and any additional voter data you have access to, you can target just those voters who are likely to vote in this election.

This way, you won't waste any time or money talking to people who will never vote, and you can spend more time talking to likely voters. As a general rule of thumb, it's a better use of time and money to talk to one voter twice than it is to talk to two voters once.

## **WALKING**

Face-to-face contact with a voter is the best way to earn votes. This is especially true in municipal races. Set aside a few days each week for walking neighborhoods, knocking doors, and talking to voters. Tuesdays, Thursdays, and Saturdays are typically the best. After walking for the day, be sure to track supporters and store the information in an excel sheet or other voter database. Follow-up is critical for engaging your likely supporters and earning their votes.

## **PHONES**

Individuals not reached through door-to-door knocking can be contacted by phone. Your voter list should provide phone numbers of individual voters. Note who supports your candidacy on your call lists for reference.

## **TRACKING VOTER DATA**

After talking to voters door-to-door or on the phone, it's crucial to track your data and keep a record of who supports you, who doesn't, and who is undecided. Undecided

voters should be contacted again, and those who are supporting your opponent shouldn't be contacted anymore. Close to the election, you can refer back to these records to remind your supporters to vote (see "Tip 9: Assemble a GOTV Effort" below).

## **ROBOCALLS**

Candidates do use robocalls to reach voters. Federal law prohibits the use of robocalls to cellphones. Warning: Fines for dialing cell phones without the permission of the owner can be substantial; avoid it at all costs. Land lines, however, are okay. Make sure you have a provider that can scrub your phone list for any potential cell phone numbers.

## **COTTAGE MEETINGS**

Cottage meetings allow you to meet an entire neighborhood in one evening.. Neighbors may offer to host a cottage meeting. If not, don't be afraid to ask supporters to host one on your behalf. You can even offer to bring refreshments if they will agree to host and invite neighbors.

Remember, the point of these meetings is to either meet undecided voters or raise money - never both. If you're not going to be able to do one of those two things, you should spend your time knocking on doors instead.

## **SECURING PARTNERSHIPS AND ENDORSEMENTS**

When you apply for a job, you are typically asked to supply several references, right? These references can speak to your skills, abilities, and character in the workplace.. In the same vein, when you run for office, you need people to vouch for your skills, abilities, and character as a candidate for public office.

- First, start with endorsements from community leaders (even outside of your community) who support you.
- Then work within your community to gain endorsements. One-on-one meetings to lobby community leaders for their support are necessary. If the local chamber of commerce, rotary club, realtors association, etc. has a strong presence in your community, meet with the leaders of the organization.
- Before you meet with key leaders, make sure you touch base with several members of each group so you can mention the support you have from within the organization. The more endorsements or partnerships you have, the greater the number of people you can reach through their trusted relationships.

# 9. ASSEMBLE A GOTV EFFORT

## **GOTV OR “GET OUT THE VOTE” IS CONDUCTED DURING THE THREE WEEKS PRIOR TO ELECTION DAY.**

If your area has the option to vote by mail, your GOTV will begin at least 21 days prior to Election Day and last through election day.

At this point in the campaign, your focus needs to be on individuals that you have identified as supporters or possible supporters and ensuring that they actually vote in the election. On the other hand, you should take care not to remind voters who are supporting your opponent to vote; that’s your opponent’s job.

This is why collecting and keeping data on all voters in your district is so important. With vote by mail being the default preference in many counties, the dynamics of GOTV have changed and have extended what was once a last minute push to get your supporters to vote. You now have time to win over voters during these three weeks while securing the support of committed voters. Thousands of candidates have lost campaigns because they failed to get their existing supporters out to the polls.

A GOTV strategy should include these steps:

### **GO DOOR TO DOOR**

As with any other form of voter contact, speaking to a voter face-to-face is the most effective way to remind a voter to mail in their ballot or get to the polls. Speaking to voters at their door takes more time than making phone calls, but it is the best way to conduct GOTV efforts if you have enough volunteers.

### **CALL SUPPORTERS**

Call all of your supporters and make sure they voted. You should be on the phone, but this is a great task where your volunteers can help. You can get an updated copy of voters who have not yet submitted their ballots (typically updated every 24 hours) from the local elections office (or, in some cases, your Party). Keep a running list of voters who you have called so you call all of your supporters. EVERY voter should receive as many calls as possible until they have cast their ballot.

## HONK AND WAVE

Many candidates will do honk and waves on election night or early in the morning on Election Day (when it's too early to knock on doors). Find an area that is heavily commuted, within your district, to do a honk and wave. Hold signs, and have fun! However, you should remember that activities like this don't directly help you win your election; it's a way to give your volunteers something fun to do, and a place to direct your energy if you can't be knocking on doors or making phone calls.

# 10. ELECTION NIGHT AND BEYOND

## ELECTION NIGHT IS A BIG NIGHT AND IT SHOULD BE A CELEBRATION OF RUNNING A GREAT RACE!

It's also a great way to thank your volunteers and supporters. With a win you will be able to layout your vision, thank supporters and motivate your constituents to rally together as a community. With a loss, you are able to congratulate your opponent and reemphasize your unwavering support for the community that you wholeheartedly fought to serve.

Make sure election night is lively, fun, and filled with gratitude for those around you. Regardless of the outcome, there is work to do in the future... either a reelection or another bid for office. Be aware of the following as you consider election night and beyond:

### ELECTION NIGHT PARTY

We suggest that you host an election night party/gathering if you're up to it. If you don't want to do an event on election night, feel free to host a "thank you" event sometime after the election. To host a party, be sure to identify a venue and let your invitees know. For a small race, think about holding it at your home. This event acts as a thank you to all of those volunteers that gave of their time to get you elected. It also acts as a press event, making yourself available to press upon the night's final outcome.

## ELECTION NIGHT RETURNS

Polls typically close at 8 pm in Utah on election day. You can watch voting returns from your county clerk's website. The frequency of when all votes will be disclosed is entirely based on when voting rolls can be submitted to a local county clerk office. Final election returns can go late into the night; particularly on even years.

## CANVASS

State law indicates that clerks must update vote counts as they process voter rolls. Daily updates, after election, should be available through your county. Clerks have up to two weeks after an election to offer a final canvass report of the official numbers. Check your local clerk's website for updates relating to your election. After the canvass period, votes are then submitted to the Lieutenant Governor's Office for certification. It is during this period that a recount can be performed if the race is too close to call. Most races can be called on election night, but every year there are a handful of races in Utah that require a recount.

## LOOK FORWARD TO THE FUTURE

While it's important to live in the election night moment, make sure you quickly refocus on the future.

If you are fortunate enough to win, don't lose sight of the great service and work you are about to jump into. There's lots to learn as you get ready to be sworn in! Begin meeting with current/elected colleagues so you can become acquainted with each other and get a headstart on your work. Meet with local leaders and other auxiliary government leaders who you will be working with so you develop a relationship of trust and collaboration early on.

If you lose, get ready for round two. Take some time off and hit the reset button, but get ready for another round. Whether for the same office or another, you'll be running with some advantages this time around: experience, name recognition, past supporters, etc. Start building a coalition for another run and get started even earlier than the last time.

# LAST WORDS

We're excited about your campaign and wish you the best of luck. If we can share one last piece of advice, it would be: GIVE IT YOUR ALL. Many elections are won by a matter of a few votes. While strategy and planning are important, it also requires hard work, long hours and lots of commitment. You will get discouraged; it's inevitable. But always remember WHY you are running and what you offer to your community. If you are driven by your convictions, work smart and work hard, we're optimistic about your chances of success.

