



How to run for office

Find your supporters

Make a primary list of your supporters.

Write down a typical supporter profile.

Consider the following questions about your supporters:

- What do they do for a living?
- What do they care about?
- How would you describe the socioeconomically? Ethnically?
- What languages do they speak?
- How many children do they have?
- Where in your district do they live?
- What organizations are they a part of?



Prepare interview questions for your supporters.

Suggestions:

- What is the biggest question you are currently facing?
- What issue feels most important to you right now?
- What change would you like to see in this community?
- When I am elected for office, how can I best serve you?

Construct a prospective ally list.

*Hint: These are organizations and public figures whose endorsements you want.