



How to run for office

Your targeted universes

Build your likely voter universe.

Identify 3 or 4 previous elections that should closely mirror your upcoming election. To qualify people as “likely voters,” decide how many of these elections a person should have voted in (i.e. 2 out of 3).

Create a filter in your database to identify these voters. Save the filter of voters who meet the criteria.

*Hint: Apply criteria to your filter to ensure that you are not contacting people who have already been contacted or are donors or volunteers.

Plan your contact methods.

Map your likely voters and plan door knocks and phone calls accordingly.

- Door knocks: clusters who live in “walkable” areas (i.e. high-density clusters, but not areas with apartment complexes or gated communities)
- Phone calls: the remainder on your list (who provided a phone number)