



# How to run for office

## Plan your campaign calendar

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**Create a shareable campaign calendar for your staff and volunteers.**

### **Include the following on your calendar:**

- Dates from initial election timeline
- All campaign events (i.e. debates, rallies, press conferences, fundraising events, etc.)
- Goal benchmarks for supporters, volunteers, and donations
- Specific messaging initiatives and communications

**\*Hint:** Coordinate messaging and communications with ads, volunteer pushes and press messaging.