



Resources on Running for Local, State, or Federal Office

Running for Local Office

- [Advancing Municipal Leaders Education Program](#) (North Carolina League of Municipalities, On-Demand Catalog)
- [Candidate Filing Brunswick County](#) (BC Board of Elections)
- [How to Run for Local Office](#) (Kiplinger article)
- [Municipals Matter](#) (NCDP Building Blue YouTube video training)
- [Municipal Training Building Blue](#) (NCDP pdf)

Running for Office - General

- [How to Run for Office](#) (Nationbuilder video courses)
- [Campaigns 101](#) (Arena pdf)
- [Best Practices Victory Vault](#) (Democratic National Committee)
- [Women Running for Office Starter Kit](#) (She Should Run nonprofit)
- [Campaign Kickstarter](#) (Arena pdf guide)
- [Campaign Plan Template](#) (Arena pdf)
- [Campaign Shutdown](#) (Arena pdf guide)
- [Running for Office Guide](#) (Progressive Change Campaign Committee)

Recruiting Volunteers

- [Recruiting and Managing Political Campaign Volunteers](#) (National Democratic Training Committee - NDTC - video course)

Campaign Messaging

- [How to Write a Stump Speech](#) (NDTC video course)
- [Political Campaign Messaging Basics](#) (NDCT course)
- [Develop Your Message](#) (Arena video and pdf guide)
- [Crafting Your Elevator Pitch](#) (Arena pdf guide)

Fundraising

- [Digital Fundraising](#) (NCDP ActBlue YouTube video)
- [Introduction to Fundraising](#) (NDTC video course)
- [Throwing a Fundraising Event](#) (NDTC video course)

- [Writing Your Fundraising Plan](#) (NDTC video course)
- [Campaign Budget](#) (Arena worksheets)
- [Digital Fundraising](#) (Arena pdf guides and worksheet)

Contacting Voters

- [Field Tactics](#) (NDTC video course)
- [Running a Field Persuasion Program](#) (NDTC course)
- [Writing Voter Contact Scripts](#) (NDTC video course)

Digital Media

- [Building a Campaign Website](#) (NDTC course)
- [Planning Your Political Campaign Digital Strategy](#) (NDTC video course)
- [Using Social Media Platforms](#) (NDTC video course)

Email

- [How to Utilize MailChimp for Email Campaigns](#) (NCDP Building Blue YouTube video)
- [Understanding Political Campaign Email Strategy](#) (NDTC video course)

Data

- [Calculating Your Vote Goal](#) (NDTC video course)
- [Votebuilder 101](#) (NC Democrats pdf)
- [Votebuilder for Phonebanking](#) (NCDP YouTube training)
- [Data-Driven Strategy](#) (Arena pdf guide)

Get Out the Vote (GOTV)

- [GOTV](#) (NDTC video course)
- [Creating Your GOTV Plan](#) (Arena video and pdf guide)
- [GOTV Mail Program](#) (Arena pdf guide)

“Can Democratic Candidates Succeed in Rural America?”

[Rural Urban Bridge Initiative](#)

[Part 1: A Review of Strategies and Practices That Work](#)

Interviews of 50 rural candidates suggest they perform significantly better when they:

- ★ listen first, talk less
- ★ are locally rooted with a strong history in and understanding of the district

- ★ truly respect people across ideology and party
- ★ are mission-driven, not ego-driven
- ★ prioritize local needs and issues
- ★ are candid and plain spoken about their beliefs, even on contentious issues
- ★ present themselves as non-dogmatic problem solvers
- ★ run campaigns where community activity and personal contact is central

[Part 2: Supplemental Research Compendium](#)

Takeaways all Democrats can work with:

- ★ Small businesses and family farmers are highly respected
- ★ Pride of place and the desire to protect it
- ★ Freedom is highest value and can be reclaimed from GOP
- ★ Hard work is a virtue, good for the individual, the family and the community
- ★ Helping each other is a community norm, with a strong preference for local, community-based solutions
- ★ Trump and the MAGA faction widely seen as too extreme
- ★ Low cable news viewership (means people's minds are open to new ideas)
- ★ Desire to be respected and have practical, hands-on knowledge honored
- ★ Preference for narratives that honor working people as engines of the economy
- ★ Voters of color are not a monolithic and automatically loyal voting bloc
- ★ Widespread disgust with toxic partisanship—be the candidate who inspires, not the one who demobilizes voters with cynical attacks
- ★ Deep canvassing beats all other voter persuasion tactics

Surprising Opportunities

- ★ Less than half of rural residents watch Fox News! Try reaching low-trust, low-information and low-propensity young voters on Reddit, Discord, Twitch and YouTube
- ★ Boosted Facebook news content to a targeted demographic is cheap and effective
- ★ Neutral, non-partisan mailers on where candidates stand on the issues are effective
- ★ Local newspapers need content
- ★ Zero-budget homemade video endorsements are effective
- ★ Honoring people's hard work goes a long way
- ★ Showing empathy for people's hardships goes a long way
- ★ Moderately conservative language can be used to sell liberal-left policies
- ★ Anti-establishment populists have an edge over political insiders

- ★ Rural public opinion skews progressive on a number of important issues, including extending the child care tax credit, equal pay and public internet
- ★ There are several easily avoidable unforced errors Democrats often make, such as condescension and a rhetorical style that is more technocratic than empathetic
- ★ Some progressive messaging gurus make their content freely available to campaigns, including breakthroughs on how to communicate around culture war issues
- ★ Simply showing up and listening in small towns (and not just at election time) builds trust and demonstrates caring

Books on Running for Political Office

The Art of the Political Campaign: How to Run for Elected Office with No Money, Name Recognition or Political Connections, Brian Duewel

Campaign Boot Camp 2.0: Basic Training for Candidates, Staffers, Volunteers, and Nonprofits, Christine Pelosi

How to Get Elected to State and Local Office: A Beginner's Guide, Timothy Hickman and Catherine Hickman

How to Run for Local Office, Robert Thomas and Barb Gunia

How to Run For a Political Office and Win: Everything You Need to Know to Get Elected, Melanie Williamson

Represent: The Woman's Guide to Running for Office and Changing the World, June Diane Raphael and Kate Black

Run Jane Run...We Need You in Office!: Why Women Are a Natural fit for Politics and How to Get More of Them Elected, Maria Rodriguez and Liz Samuel Richards

Run: Your Personal Guide to Winning Public Office, Marian Walsh

Running, Winning, Serving: The Candidate's Guide to Local Elections, Craig W. Turner