# Checklist 1: Setting Up a Campaign

**Campaign Foundations**

☐ Confirm your decision to run and the position you’re seeking.

☐ File your nomination papers and register your campaign with the local election authority.

☐ Read and understand all relevant election rules (e.g., spending limits, signage rules, deadlines).

☐ Open a campaign bank account (if required).

☐ Set up secure digital storage for campaign files.

**Team Building**

☐ Recruit a campaign manager.

☐ Identify 1–2 key volunteers to take on roles like volunteer coordination, finance or communications.

☐ Assign responsibilities (e.g., scheduling, compliance, voter outreach).

**Campaign Planning**

☐ Develop a basic campaign plan (messaging, outreach, fundraising).

☐ Identify your voters (ward/district, voting history, demographics).

☐ Draft your candidate biography and high-level platform themes.

**Initial Infrastructure**

☐ Set up campaign email and social accounts.

☐ Secure a domain name and begin building your website.

☐ Create a logo, headshot and branding materials.

☐ Set up tools for voter tracking and supporter data management (spreadsheet, database or equivalent).

**Compliance and Financials**

☐ Develop a budget framework.

☐ Track expenses and donations.

☐ Review rules for accepting contributions and issuing receipts.

# Checklist 2: Running a Campaign

**Daily and Weekly Operations**

☐ Maintain a master campaign calendar.

☐ Monitor upcoming events (debates, community gatherings, deadlines).

☐ Hold regular team check-ins to review progress and reassign tasks.

☐ Track and update your list of supporters and undecided voters.

**Communications and Outreach**

☐ Finalize your 2–3 core issues and talking points.

☐ Build out campaign literature (flyers, handouts, signage).

☐ Send out regular email updates to supporters (issue, volunteer, fundraising asks).

☐ Maintain a consistent posting schedule on social media.

☐ Monitor inquiries and respond to voter questions.

**Volunteer Engagement**

☐ Recruit and train volunteers.

☐ Create a simple script for door-knocking and phone banking (if applicable).

☐ Update volunteers with weekly plans and upcoming needs.

☐ Recognize and thank volunteers regularly.

**Fundraising**

☐ Ask friends, family and early supporters for donations.

☐ Host a community meet-and-greet or virtual fundraising event.

☐ Send fundraising emails or texts.

☐ Track all contributions and maintain clear financial records.

# Checklist 3: Get Out The Vote (GOTV)

**Final Voter Contact**

☐ Compile a list of identified supporters.

☐ Create a GOTV script for volunteers (door, phone, text).

☐ Reach out to all supporters 1–2 times in the final week.

☐ Schedule targeted reminders for high-priority voters (e.g., seniors, first-time voters).

**Election Day Prep**

☐ Assign volunteers to election day roles (callers, drivers, poll checkers).

☐ Prepare and test election day contact tools (texting system, call lists).

☐ Share polling location information with supporters.

**Day-Of Execution**

☐ Send early morning reminder emails and texts to supporters.

☐ Track who has voted (if feasible).

☐ Follow up with supporters who have not voted by mid-afternoon.

☐ Maintain volunteer check-ins and provide encouragement.

**Post-Election**

☐ Thank your team and volunteers for their work.

☐ Save all campaign data and materials securely.

☐ Prepare financial disclosure forms.

☐ Debrief with your team and document lessons learned.