How to Run for Local Office

Campaign Basics

Common Campaign Pitfalls

- Candidate ends up in debt due to overspending.
- Candidate not willing to make the “Ask” and/or not focusing enough attention on fundraising.
- Candidate not fully committed to the race
- Candidate trying to do everything and not delegating
- Candidate and campaign not staying on message
- Not getting started and organized early enough
- Failing to target precincts and voters effectively
- Not using social media effectively, or worse – misusing it
- Not getting yard signs up soon enough
- Having too complicated a message
- Failing to say “Thank You”

Typical Campaign Projects/Job Descriptions

Depending on the campaign structure and resources, tasks may be eliminated and/or parceled out among different people

Campaign Management and Planning

GOAL: To develop an overarching strategy and ensure effective oversight of all campaign activity so the campaign unfolds smoothly and problems are addressed and resolved

Tasks

- Reach agreement between Candidate and Campaign Manager on the division of labor and responsibility for oversight of the various activities
- Reach agreement between Candidate and Campaign Manager on how to communicate and resolve issues
- Assemble small core group of advisors, including an "Old Hand" who has done it before
- Develop campaign strategy and theme and then fit resources (candidate's time, $$, and volunteers) into a rough timeline for executing the strategy

Financial Management and Compliance

GOAL: To ensure the campaign stays within budget and that all campaign funds are collected and used in accordance with state law.

Tasks

- Be familiar with legal requirements, report filing, and deadlines.
- Ensure all literature, Facebook page, website etc., contains the campaign's authorization disclaimer
- Develop basic procedures for processing and recording all financial inflows and outflows
- Authorize and train Deputy Treasurers (aka volunteers) on required record keeping
- Ensure legally required reports are filed by the deadlines
- Develop a draft budget and adjust as the campaign unfolds
- Produce budget vs actual income statements, and balance sheet, on request

Fundraising

GOAL: To have sufficient money in the bank to meet campaign needs at all times

Tasks

- In conjunction with development of a budget, develop a fund-raising plan
- Execute the fundraising plan
- Ensure an adequate amount of Candidate time is allocated to fundraising and asking for money

Volunteer Management

GOAL: To have enough volunteers to carry out Campaign activities

Tasks

- Build a list of volunteers: contact information, interests, and availability

- Ensure each volunteer is very clear on (a) exactly what they are being asked to do and when, and (b) who to go to if they have questions
- Ensure each volunteer is supported by the Campaign so they have fun and feel appreciated

Targeting

GOAL: To collect and analyze voting data and determine where, geographically, to focus campaign resources on:

- ✓ Persuading people to support the candidate
- ✓ Ensuring ***your*** voters turnout on election day (GOTV).
- ✓ Finding volunteers (to canvas their neighbors, display yard signs, host coffees)
- ✓ Registering potential supporters who are not yet registered to vote or who need to update their registration

Tasks

- Predict turnout by precinct (% of voters who voted in last 3 similar elections multiplied by # of registered voters)
- Calculate probable *Performance Index* by precinct for last 3 similar elections (PI = Sum of percent of votes going to similar candidate divided by 3)
- Target precincts for:
  - PI = 65% or more: voter registration, volunteer recruitment, GOTV
  - PI = 35% or less: target specific neighborhoods only if local knowledge of pockets of supporters
  - PI = 35-65%: Heavy effort on persuasion, GOTV
- Produce verbal or written precinct analysis with recommendations

Scheduling

GOAL: To schedule the Candidate's time and ensure a Campaign presence at priority community activities. Ensure the Candidate has time for:

- Activities of daily and family life, including rest and relaxation
- Campaign planning, oversight and supporting volunteers
- Attending meetings and events
- Canvassing neighborhoods
- Telephone time and fundraising

Tasks

- Decide who has control over the Campaign calendar and who has control over the Candidate's calendar
- Develop process to ensure there is good coordination between the two calendars
- Develop process for reaching out and accepting invitations for the Candidate and entering them on the appropriate calendar
- Develop process to ensure necessary preparation before and/or follow-up after each event.

Campaign Logo

GOAL: To choose campaign colors, develop an eye-catching logo as well as head and tag lines to be used on all print and electronic media.

Tasks

- Gain agreement on campaign colors
- Develop various logo and head and tag line concepts
- Develop some drafts
- Gain approval of the selected version
- Produce the electronic files of the Logo and head and tag line in formats needed by the various campaign activities

Literature

GOAL: To produce printed material on time and in sufficient quantity to meet needs of campaign. This includes signs, posters, rack cards, brochures, postcards, buttons, banners, bumper stickers, etc.

Tasks

- Determine the type and purpose for each potential piece of material
- Gain agreement on quantities and types of print material that will be needed, and by when they will be needed
- Secure estimates for printing these materials and get budget OK
- Draft copy for each piece of material and get it approved
- Get approval for printing each piece (quantity and quality)
- Accept delivery of, and be responsible for maintaining inventory of all print material

Campaign Signs

GOAL: To organize the deployment of signs according to the campaign plan and schedule.

Tasks

- Obtain proper number of stakes for yard signs
- Plan general geographical deployment of signs of each size
- Secure list of people willing to host yard signs
- Secure volunteers to distribute and erect signs
- Organize sign posting parties to get signs posted on preferred dates
- Organize volunteers to remove signs after election day
- Dispose of or recycle signs after election day

Facebook (and other Social Media)

GOAL: To create a compelling and visible Facebook (etc.) presence that informs voters about the candidate and encourages viewers and their friends to vote for her.

Tasks

- Create a Facebook page for the campaign
- Create lists of types of things that can and cannot be posted on the page
- Collect visuals/photos for posting
- Curate and write content for page and post as frequently as possible, especially during the campaign season.
- Extend reach of page as widely as possible
- Monitor and manage reactions/comments/messages to the page

- Select/create occasions for broadcasting Facebook live video of candidate
- Advertise and produce live video(s)
- Use Facebook tools to monitor reach of the page
- Boost posts according to the budget

Door-to-Door Canvassing

GOAL: To have the candidate and volunteers make favorable contact with as many voters as possible and compile information about the contacts made.

Tasks

- Allocate volunteers' and candidate's time to precincts according to targeting analysis
- Develop canvassing packets and procedures and train canvassers
- Assign candidate and canvassers to neighborhoods and community gathering spots
- Collect and compile information collected by canvassers
- Track and summarize canvassing results by precinct and make recommendations for subsequent voter registration and persuasion activities, and for GOTV efforts

Data Management/IT

GOAL: To maintain lists of volunteers and donors, ensure the candidate can be contacted by voters, media and other organizations, and all contacts are handled in a timely manner. Secure the Candidate's and the campaign's electronic activity and devices from loss or intrusion.

Tasks

- Decide on, and set up if necessary, a campaign email account and phone number.
- Develop a list of potential campaign data security vulnerabilities
- Oversee online donation collection methods and ensure they are secure
- Set up system to manage donor/donation and volunteer data so that accurate reports/lists can be produced as and when, and in the format/breakdown, needed
- Develop process for ensuring the system stays up-to-date
- Develop process for passwords and access to each of Campaign's electronic resources
- Conduct training as needed

Issue Research

GOAL: To ensure the candidate is prepared to speak on important local policy issues and can respond to questions

Tasks

- Identify the issues that the Candidate will likely be asked about in debates or questionnaires
- Compile or collect background information for the Candidate to read and study
- Develop a short written statement describing the Candidate's position on each issue
- Help the Candidate prepare for debate Q&A by doing some dry runs
- Help the Candidate prepare responses to questionnaires

Targeting "How To"

There is a condensed 2-page map of precincts in the "Legal Requirement" section of the Toolkit. However, to target limited resources more efficiently, campaigns can also use tools available through CBJ and the Division of Elections websites.

1. The CBJ Community Development Department maintains a database of properties that is available to the public in a tool called "The Parcel Viewer." This viewer is a map overlay of all streets and properties within the Borough limits and can be useful for campaign planning. Find the Parcel Viewer using this link: http://epv.juneau.org or find the Viewer on the Community Development main page on the CBJ website https://beta.juneau.org.

2. More detailed maps of precincts than the one in the Toolkit, showing the actual streets in each precinct, can be printed or downloaded from the state Division of Election website at http://www.elections.alaska.gov/doc/maps/2013-precincts/HouseDistrict33.pdf (for Legislative House District 33) and http://www.elections.alaska.gov/doc/maps/2013-precincts/HouseDistrict34.pdf (for Legislative House District 44).

3. The results of prior municipal elections are on the CBJ Clerk's Election Archives website (https://beta.juneau.org/clerk/elections/elections-archive). This rich data source can be used by campaigns to select which precincts to target for GOTV, voter persuasion, or voter registration activities.

4. If a campaign has the resources, voter data downloaded from the Division of Elections could be used to select specific categories of voters to map onto these street sheets. (See instructions in the Toolkit for obtaining voter lists.)

Campaigns can use these tools to create individual "Street Sheets," or routes, to give to volunteers and candidates for door-to-door canvassing. Targeting with these tools also helps campaigns choose where to focus on erecting yard signs, and where to most effectively carry out other voter-outreach activities.

OFFICE OF THE MUNICIPAL CLERK/
ELECTION OFFICIAL
155 S. Seward St., Room 202
Phone: (907)586-0203 Fax: (907)586-4552
email: Beth.McEwen@juneau.org

POLITICAL SIGNS & CBJ SIGN ORDINANCE INFO

- Political signs do not require a CBJ Sign Permit for placement, but they must meet the following standards found in CBJ Ordinance 49.45.300:
- Unlighted, political signs of up to thirty-two square feet each may be displayed on private property.
- Signs may be installed no sooner than ninety days prior to the election date and shall be removed within five working days after the election date.
- Political signs not relating to a specific election shall be limited to a display period not to exceed ninety days within one calendar year.
- Unlighted political signs of up to four square feet may be displayed on private property up to two hundred seventy days prior to the election date and shall be removed within five working days after the election date.
- Signs must be placed in a manner that does not obstruct the view of drivers to oncoming traffic.
- Signs may not imitate traffic signs or signals, or be attached to or be placed adjacent to any utility pole, parking meter, traffic sign, signal, or official traffic control device.
- Signs may not move, rotate or flash.
- Signs on licensed, functional motor vehicles are allowed, provided that the primary use of the vehicle is not the display of signs and that such vehicle is not used as a static display for advertising. Please be aware that Alaska State Statutes considers political signs not located on campaign headquarters to be "off-premise advertising" and prohibits their placement on, adjacent to or where they may be viewed from state maintained highways and right-of-ways, including Egan Expressway, Glacier Highway, Marine Way, Ferry Way, Thane Road, Douglas Highway, North Douglas Highway, Mendenhall Loop Road, Fritz Cove Road, Mendenhall Peninsula Road, and Engineer's Cutoff Road (AS 19.25.080-19.25.105) Questions regarding this may be directed to Right-of-Way Agent, AK DOT, 465-4546. More information is also on the State's DOT Website at: http://dot.alaska.gov/stwddes/dcsrow/campaignsigns.shtml
- Please review the signs made for your campaign and their placement and be sure that they meet the criteria above. Thank you for your cooperation with these requirements and good luck with your campaign!

CAMPAIGN TIPS

YCFDW GUIDE TO RUNNING A SUCCESSFUL POLITICAL CAMPAIGN

Compiled by Linda Rogers
www.lindro.com
for Democrats EVERYWHERE
and especially for
York County Pennsylvania
Democratic Women

Note: This document is by no means complete . It is constantly being updated with contributions from elected officials, candidates, staff, volunteers and people like you.
If you have a tip to add, please contact: lindro@lindro.com

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BEFORE you throw in your hat ...

CHECKLIST

- ☐ **Don't decide to run for office impulsively.** Many successful candidates make the decision to run and lay groundwork years before an election.
- ☐ **Make sure the decision is YOUR choice.** Don't be pressured into it.
- ☐ **Do it because you want to serve the community through that office.** Don't do it because you don't like the incumbent or the other candidates or you're mad because the township allowed an industrial park to be built off your backyard.
- ☐ **Campaigns are expensive — Expect to fund at least the preliminary stage of your campaign.** If you are a good fundraiser and have capable volunteers, you can grow your warchest.
- ☐ **Campaigns are time-consuming —** It's not fair to supporters if you're going to be a "Weekend Campaigner." Races aren't won by part timers.
- ☐ **Research:** If you want to win, embrace the issues that concern voters. Don't make the mistake of assuming your issues are theirs. Read the papers — especially letters to the editor. Read opinion polls. Attend civic meetings. Attend a focus group. Check out internet forums on local news sites.
- ☐ **Know your prospective opponents and the incumbent.** More research. Read everything you can find about them and their records.
- ☐ **Take a hard look at yourself —** Make sure you and your spouse have an impeccable personal, financial and professional records.
- ☐ **Develop a thick skin —** You will be the victim of ad hominem attacks and your response can turn on or turn away voters.
- ☐ **Consult family members —** Living in the public eye will have ramifications for them as well as you.
- ☐ **Practice public speaking.** Hire a coach if necessary.
- ☐ **Constantly watch your physical image.** Carry yourself with confidence. Pay attention to your wardrobe and grooming habits. Use mouthwash and deodorant... and go light on the cologne.

YOUR MOST IMPORTANT DECISIONS:
YOUR CAMPAIGN MANAGER and YOUR FUNDRAISING CHAIRMAN

The two people who will win you elections. Many campaigns fail from the get-go because a candidate chooses a friend or a relative rather than experience for these jobs. A political campaign neophyte should NEVER start at managerial levels. These positions are tough, time-consuming, and require specific managerial style, legal savvy and people skills.

An inexperienced fundraiser may manage to some money but an experienced fundraiser knows how to set up lucrative projects and shmooze donors into committing to you for the duration. Your Campaign Manager must be able to field questions, supervise events, direct volunteers, keep peace in the ranks and keep you on schedule and free you up.

These are the two campaign jobs worthy of a campaign paid expense. It may well be the best money you spend .

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ESTABLISH
Campaign Message & Theme

CHECKLIST

EXAMPLES OF A CAMPAIGN THEME:

- **Passage or Repeal of a law**
- **Reform**
- **Lower Taxes**

☐ **REASONS why the average voter should support it.** Never forget that your base consists of average people who need to connect with you. You have to target and define those connection.

☐ **RESEARCH the concerns of voters in your district.** Don't assume YOUR issues are their issues. Find a Focus Group in your district. Read letters to the editor. If there is any internet forums based in your district, tune in. Newspapers and Local TV often offer forums on their websites.

☐ **THEME and MESSAGE can bolster a campaign ONLY if it is powerful enough to sustain the campaign till election day.**

☐ **AVOID one-issue messages!** Don't base your campaign on a single issue alone.

MONEY SAVING TIP: FOCUS ON YOUR STATIONERY.

Listing supporters on your imprinted stationery:
If you list them, always - always ask them to sign a release.

"Stuff" happens. Political campaigns can fray nerves and sometimes people withdraw support. If a name is listed on your stationery, a disgruntled supporter may demand that it be deleted. S/he can even threaten a law suit if you don't. This can be expensive if you have cases of imprinted stationery destined for the trash.

Omiting supporter names
You can choose to omit supporter names on the printed piece and add them yourself down the right side of the stationery. This method gives you leeway not only to delete names, but also to add anyone as the campaign progresses.

Common and high grade stationery
Order your high grade stationery to correspond with super supporters and important officials, at the same time you order your everyday stationery. Since the printer does not have to do a separate press run, this eliminate separate set-up fees. Also, the more imprints you order, the lower the price per imprint.

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ANNOUNCING Your Campaign

CHECKLIST

HOW TO DO IT:

- ☐ **ANNOUNCEMENT LETTER** with logo and letterhead going out to Super Voters, Supporters and the Media.
- ☐ **An Event Announcement—** invitation printed with your logo via mail and email.
- ☐ **Successive appearances at various events set up by supporters.** Typically, an appetizer and soft drink affair in a rented hall. Rentals of community buildings such as firehalls, churches and American Legion/VFW rooms are cheap or free to members. Campaign or Party Headquarters may be FREE. Decorate with balloons and streamers and posters of the candidate. Supply refreshments if a caterer is out of the question. Avoid alcoholic beverages.

BARE ESSENTIALS:

- ☐ **A Logo—** small enough for a business card, big enough for a yard sign
- ☐ **A Website—** A key communication center for voters to access candidate information, blogs, and learn about scheduled events. It is also a 24/7 tool for accepting donations and volunteers. 90 percent of the public now uses the Internet for political information.
- ☐ **Printed Matter—** Stationery, Donation Envelopes, Business cards
- ☐ **Informational Matter—** InfoCard, flyer, brochure with photos

ADDITIONAL ITEMS:

- ☐ **Buttons** with your logo and website address.
- ☐ **Posters** — Large Display image of Candidate and logo. These sturdy, coated signs are used throughout the duration of the campaign at rallies, house parties, speeches and all other public events. When they aren't been used, they are displayed within Campaign and/or Party Headquarters. The earlier you order these, the more mileage you will get from them.
- ☐ **Balloons with your logo** —These are also good for Street Fairs, Carnivals and Picnics where children carry your message through the crowds.
- ☐ **Giveaway items** with name and logo such as : small note pads, pens or pencils, fans, etc. ☐ **Fundraiser Items** such as: T-Shirts, Caps, Mugs, etc.

MONEY SAVING TIP:

STARTING OUT ON A SHOESTRING

With little money in the campaign chest, do a limited mailing first — a letter asking for donations from donors who have given in the past and super voters. You can find out this information by contacting someone who has run or worked on a campaign in the past. Supervoter information is available from your local party or County Bureau of Elections.

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8 "Cs" of a Superior Campaign Slogan

CHECKLIST

- ☐ **A Good Slogan is COMPATIBLE to the campaign theme.**
- ☐ **A GoodSlogan is CLEAR— simple to understand and say.**
- ☐ **A Good Slogan is CONCISE — just short, sweet soundbyte.**
- ☐ **A Good Slogan is CONNECTED to voters, their concerns, emotions and the political environment.**
- ☐ **A Good Slogan is COMPELLING.**
- ☐ **A Good Slogan is CREDIBLE.**
- ☐ **A Good Slogan is CONSISTENT** and repeated in all campaign advertising.
- ☐ **A Good Slogan is CONSTANT** and must endure throughout the entire campaign. If you decide to base a slogan on a single issue, make sure that issue will be as compelling on election day as it was on announcement day.

Memorable US Presidential Campaign Slogans

1844 James K. Polk — "Reannexation of Texas and reoccupation of Oregon" (defining a goal)

1856 John C. Fremont — "Free Soil, Free Labor, Free Speech, Free Men, and Fremont" (a play on the candidate's name)

1864 Abraham Lincoln — "Don't swap horses in the middle of the stream" (plea to consistency and leadership)

1884 Grover Cleveland — "Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine" (negative to opponent)

1884 James Blaine— "Ma, Ma, Where's my Pa, Gone to the White House, Ha, Ha, Ha" (negative to opponent)

1888 Benjamin Harrison — "Rejuvenated Republicanism" (alliterative)

1896 William McKinley — "Patriotism, Protection, and Prosperity" (alliterative)

1900 William McKinley — "A Full Dinner Pail" (campaign promise)

1916 Woodrow Wilson — "He kept us out of war" (reputation)

1924 Calvin Coolidge — "Keep cool with Coolidge" (play on name)

1928 Herbert Hoover — "A chicken in every pot and a car in every garage" (campaign promise)

1952 Dwight Eisenhower — "I Like Ike" (rhyme)

2008 Barack Obama — "Yes We Can!" (hope and promise)

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FUNDRAISING
FUEL to keep the Campaign RUNNING

CHECKLIST

REASONS PEOPLE GIVE

- ☐ Number ONE Reason People GIVE: **BECAUSE THEY WERE ASKED**!
- ☐ They were **ASKED** a **SECOND, THIRD, FOURTH or FIFTH TIME**.
- ☐ **SPECIFIC PURPOSE—**They were told what their money was to be used for.
- ☐ **SPECIFIC DEADLINE—**They were told their money was needed by a certain date.
- ☐ **SPECIFIC AMOUNT—** They were given specific amounts for various goals. "$20 will pay for printing and maling of 40 postcards."
- ☐ **Ideology and agreement with Issues**
- ☐ **Connection to the Candidate,** family, supporter or member of the committee
- ☐ **Ego**
- ☐ **Hope for reward**
- ☐ **To join the Bandwagon**

REASONS PEOPLE DON'T GIVE

- ☐ Number ONE Reason People DON"T GIVE: BECAUSE THEY **WERE NOT ASKED!**
- ☐ Number TWO: They were not asked a SECOND, THIRD, FOURTH or FIFTH TIME.
- ☐ They are not asked for a **SPECIFIC AMOUNT.**The amount is not quantified in easily understood terms: "$1000 will pay for a mailing to 5,000 people." "$100 will pay for the hot dogs at the campaign picnic."
- ☐ An **URGENT DEADLINE** is not provided: "We need to get the word before filing date.
- ☐ They feel **IGNORED** — A personal call from the Candidate saying their support is greatly appreciated.
- ☐ They were **NOT THANKED** Personal thank you notes are imperative no matter how small the donation.

CHECKLIST FOR SOLICITATIONS

- ☐ **Donor Information:** Verification of name, address, work and home phone, occupation and donating history . KEEP AN UP-DATED LIST.
- ☐ **Amount to be requested.**
- ☐ **Identify issues of concern and connection to the Candidate.**
- ☐ **Compose a brief statement** regarding the mission of the Candidate.
- ☐ **Talking points** which identify current events and Candidate's favorable stand/solution.
- ☐ **Follow up** with unanswered questions by the donor and/or a Thank You note or call from the Candidate for the donation.
- ☐ **In-Kind Donations—** Can you use donors' product or services in addition to — or in lieu of — a cash donation? **Ask for it.**

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Writing the FUNDRAISING LETTER

CHECKLIST

- ☐ **GREETING —** if possible, address letters to individual names. If you don't have the software to do this, address to "Friends of_____" or "Supporters of_____" and use the Candidates first and last name. Not everyone will know who the "Joe" in "friends of Joe" is and there may be several "Joes" running in the election. Doing this helps imprint your candidate branding.
- ☐ **Opening paragraph —** Uplifting! Good news or a series of good news bullets.
- ☐ **Describe what's coming up next—**
  - What it is.
  - Why and How you're going to do it.
  - Results you expect.
  - If it's an event: location.
  - If it's a broadcast, include dates/times and stations/channels.
- ☐ **Ask for money—**
- ☐ Ask for a **SPECIFIC AMOUNT.**
- ☐ **QUANTIFY** what that amount will buy in easily understood terms: "$1000 will pay for a mailing to 5,000 people." "$100 will pay for the hot dogs at the campaign picnic."
- ☐ Provide an **URGENT DEADLINE**
- ☐ **Tone — ASK** with the emphasis on donors and others in the district benefitting by this support. Remember that you are the hope for the district's future. Don't sound desperate or apologetic. Don't beg. Donors — and voters — will pick up on the tone and people don't respond well to desperate candidates. It rings of "loser."
- ☐ **Remind supporters that your past success is due to their contributions.** If you don't accept PAC contributions, let them know that their donations make up your entire budget.
- ☐ **Thank them in advance at the end of the letter.** —don't forget to send follow-up thank you notes to donors— your best tool for follow-up donations.
- ☐ **P.S. add-on—**
  - Create an enticing, short message to encourage reading the entire message.
  - Reinforce the main message.
  - Re-emphasize the urgency.
- ☐ **Make the reader turn the page** if it's more than one page long— Don't finish your thought on page one. Break it off and continue on page 2.
- ☐ **Teasers for mailing envelopes or e-mail subject lines**— "Wouldn't you like a cleaner community?" or a call to action, "Help us bring accountability to (local, county, state) government!" If you aren't printing out a new batch of envelopes with the teaser printed on it, you can have stickers printed up.

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FUNDRAISING TOOLS

CHECKLIST

ALWAYS REMEMBER:

- ☐ **All Politics are LOCAL:** Raise Money on Main Street and **SPEND money on Main Street.** Don't go across the state or the country to find a cheaper printer.
- ☐ Regarding costs: **FREE is better than cheap.**
- ☐ What you **NET** is significantly more important than what you **RAISE.**
- ☐ **Target your donors**

☐ **The CANDIDATE is ALWAYS the PRIME FUND RAISER** and should devote significant time (party manuals suggest up to 20 hours per week) to personal solicitation of campaign funds from donors. **NO ONE ELSE** can raise money as effectively as the Candidate, especially those donors with big pockets. The candidate should always be the main solicitor from important donors, enlisting support people at face-to-face meetings.

☐ **The Donor Envelope is your second best fundraising tool.** This self addressed envelope should go into every single mailing and be included in every door-to-door packet and present at every single event.

☐ **Fundraising Letters via:**

- US Mail Marketing Campaigns— Include brochures or Candidate Info cards, donor envelopes and other campaign literature and give-aways.
- You can fit more weight into a bulk mail envelope for a minimum cost — as much as 3.3 oz for less than half the price of first class stamp. Bulk mail can be disguised as first class mail by using special stamps or franking.
- We do suggest that you separate key donors who give over a certain amount, use your good stationery and mail first class.

☐ **Email Marketing Campaigns —** These are those "professional" emails that look like web pages.They come into your email box as newsletters, announcements, coupons and ads. Extremely cost effective, they can be sent to your database for as low as 50 for a penny. They contain click-on links to web pages and on-line donation links.

☐ **PHONE BANK** Volunteers to call donors, answer questions and ask for support.

☐ **Your WEB SITE—** Your web site should have the capability of taking credit cards and checks. Political contribution handlers such as ACT BLUE and money exchange sites like PayPal are low cost methods of taking contributions. Be sure your donors fill out contribution disclaimer forms.

☐ **PLEDGES—** Try to sign donors up for monthly, weekly or bi-monthly contributions. A weekly contribution of $10 over an election period 6 months is better than a single $100 donation.

☐ **EVENTS— Bake Sales and picnics to House Parties and $1000 a plate dinners.** ALL prime collecting ground for contributions and opportune occasions to speak, answer questions and collect donations.

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BRANDING
It's not just for cattle

Branding creates a response from targeted voters based on impressions and positive reinforcement. It uses identifying symbols and words to distinguish a candidate from the opposition.

1. **BRAND EARLY and DEEP:** Some candidates, in an effort to save money during unopposed Primary Elections, do not start building their image till after the Primary. While these wannabes are saving money, they are losing critical votes. If the opposition has several candidates vying for one slot, they have been branding themselves months before the pennypincher steps in.
2. **THE CANDIDATE WHO STEPS IN LATE FINDS NO ONE KNOWS HIS/HER NAME** while November opponent is well on the way to a win through the branding done during the primary competition.
3. **ART OF THE SIMPLE MESSAGE:** Create and communicate one branding message as an umbrella for all issues. Candidates sometimes make the mistake of trying to be all things in different ways. This complicates your image and at least one of your messages is guaranteed to alienate votes. Simple messages that can encompass an entire campaign.
4. **KNOW YOUR CONSTITUENCY:** You take your best shot but ultimately voters determine what your branding means. Your branding can go negative naturally or.the opposition will take your brand and twists it in an unfavorable way. Barry Goldwater's '64 bid for the presidency was a prime example of this.
5. **POSITIVENESS:** Establish your branding on an uplifting message such as the good of your constituency, state or country— a vision for something better, a positive overall message.
6. **JARGON:** If your positioning statements and campaign speeches use acronyms or slang, many won't understand. A good test of effectiveness is to run things by people over 60 and people under 25.
7. **CONSISTENCY:** in everything that comes out of Campaign Headquarters, every speech, every debate, every appearance, every piece of campaign literature. Make sure every single member of your campaign understands your branding. from campaign directors and to phone bank to and door-to-door volunteers. They are the ones who go face-to-face with voters.
8. **CONNECTEDNESS:** Great campaigning achieves a high level of human connectivity. This is when voters can speak of you as an individual, not as part of a party or an election. "He thinks like me." '"She holds ideals similar to my own." "His are the kind of ethics I have."

MONEY SAVING TIP: FOCUS on PR.

PR is free. Advertising is not.

Brands are built on what people say about you— NOT what you're saying about yourself. People say good things about you when you have a great message that connects. Then they spread the word about you.

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ALLIANCES
$$$ave Money

CHECKLIST

- ☐ **Two candidates in the same party** running for the same office in adjoining districts can pool their money into one brochure or one postcard. Same is true for elections with more than one open seat to fill. Other "marriages" are two candidates running for different offices in the same municipal election like: Mayor and City Counciperson
- ☐ **DOUBLE THE POWER:** Not only do alliances save money, a joint message can pack a **Double Wallop!** Two or more voices championing the same issue are more powerful than one.
- ☐ **Buddy-Up on a Single Piece... or an entire package.**
- ☐ When you "buddy-up" with another candidate — especially when you share a similar message — **you cut your ad costs in half.**
- ☐ When you buddy-up, **you cut your printing costs,** too. 20,000 copies of one brochure are much cheaper than 10,000 copies each of two different brochures.
- ☐ **You don't have to be "married" to the other candidate for life.** You may choose to do a single piece together... or most of your campaign.
- ☐ **Buddy-Up with More Than One Other Candidate**
- ☐ Another option, especially for a **Powerful End-of-Campaign PUSH** is to enlist several party candidates in a **"Go To Vote" Postcard** or **brochure.** After it's mailed out to voters, the remaining pieces can be distributed at the polls by a combined team of poll workers from all the candidates involved, thus covering more ground than one lone candidate.
- ☐ **Alliances Save Time, Manpower and Lend Support**
- ☐ **Stage rallies together** — splitting costs of hall rentals, catering costs decorations, signage and many other expenses. Whether it's sharing a booth at the Country Fair or the cost of $1,000 a plate dinner, you're doubling your savings and your contacts.
- ☐ Candidates also use **alliances to support each other in public forums.**
- ☐ **POOL YOUR VOLUNTEERS:** Some smart candidates pool volunteers to help each other, especially in a crunch such as getting a mailing out the door.
- ☐ **KNOCK ON MORE DOORS—** Candidates running for State Office can **cover more ground** when they team up with local candidate volunteers going door-to-door. And that door opens both ways.

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YARD SIGNS
The Art of Simple Design

1. **LOGO AS SIGNAGE.** If you started with a simply designed, very clean logo, you've done well. You can keep your branding using your logo as basis for your signage.

2. **DRIVE-BY TIME IS 3-6 SECONDS!**

3. **MOST VIEWING IS DONE FROM A CAR.** Campaign signs are usually placed in a yard or a window. Most viewing is done from vehicles traveling **five to 45 MPH**.

4. **In that 3-8 seconds**, **you must accomplish two things:**
   - **Grab the viewers' attention**
   - **Communicate your message**

5. **Viewers only need to remember your name and political office** for which you're running.

6. **The fewer the letters a sign contains, the more visible the words will be and the quicker the sign will be read.**

7. **Choose smooth, readable type fonts.**

8. **There is limited space on a lawn sign. Crowding with unnecessary text and graphics blurs the visibility of the name.**

9. **If you have a logo that was designed to be visible, use it. It is part of your branding.**

10. **If you have a logo with distracting graphic elements, a long slogan, consider using just the candidate name and office.**

11. **Use last name only—BUT ONLY** if no one with the same last name is running in the same election. That does not mean same office. It means anyplace on the ballot.

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How to build a BETTER WEBSITE

1. **Create** a graphic design that revolves around the candidate. Most candidate websites are cookie cutter in terms of design. Stand out by a graphic identity that actually speaks to who the candiate is.
2. **Give visitors stuff to do besides just give you money.** Ask them to knock on doors for you. Ask them to plan a campaign event. Ask them to write letters to the editors at local papers. Ask them to hold their own voter registration drives. Use your site to invite people to participate and give them tools they can use to do it.
3. **Make fundraising pitches specific and tie them to events in the news.** Ask volunteers to give money to run an ad in a local newspaper in response to specific opponent attack. People are more likely to give online if the pitch is specific and timely.
4. **Cut down on the number of emails, particularly the ones begging for money.** The more emails you send out the less of an impact they will have. Don't turn off your volunteers by sending them too many emails. I'd aim for two a week at most - one providing an update on what's new with the campaign and another fundraising pitch.
5. **Don't blog unless you are going to embrace the spirit of blogging.** Write like you are sending an email to five close friends and not like a lawyer. Read other blogs. Link to other bloggers Allow comments.
6. **Blog once and have it automatically go out to your social forums,** especially those that offer "fans": like Facebook, MySpace and others.
7. **Publish as much content as possible via RSS feeds.** News. Video. Audio. Help spread your content by making it easy for people to subscribe to, download and publish to their own site.
8. **If you go negative, try to be clever about it.** Funny spreads a lot better online than heavy-handed and mean. Use humor to make distinctions between you and your opponent.
9. **Provide users with a behind the scenes look at your campaign.** Produce videos that show the candidate in private moments. Have campaign staffers blog about the day-to-day campaign grind. Share some tidbits about your strategy and invite feedback. Pictures, pictures, pictures.
10. **Create a community around your site.** Ultimately, by creating engaging content and giving users ways to participate in your campaign online you will end up creating an online community in support of the candidate. That is what you should strive for.

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How to Use Facebook Live on a Page
Follow this guide to start a Facebook Live stream from your Facebook page
Adapted from Article By Brandy Shaul[1]

If you've yet to try Facebook Live for yourself, here's how to start a livestream on your Facebook page from your mobile device.

For your Personal FB page

Step 1: In the Facebook mobile application, go to your personal Facebook page.
Step 2: Tap the "Live" button at the top of your News Feed

Alternatively, for a page you manage

Step 1: Tap the "Publish" button located under the page's profile picture.
Step 2: Tap "Live Video" in the new window that appears.

Step 3 *(may not be necessary):* If you have yet to give the Facebook app access to your device's camera and microphone, tap "OK" on the two prompts that appear. You may also be presented with a Facebook Live tutorial video, which can be watched or skipped.

Step 4 *(optional):* Tap "Describe your live video …" to add a text description to your stream.

Step 5: When you're done streaming, tap "Finish" in the bottom-right corner of the screen to end the video.

When you're finished streaming, you will have the option to post a replay of the stream to your Facebook page, or to delete the video. You will also be able to download the video to your own device.

Plan Ahead and Be Prepared.

1. Have a clear goal for the video
2. Write an intriguing description before going live.
3. Tell people on Facebook ahead of time when you're going to broadcast.
4. Make sure you have a strong connection when you go live.
5. Ask your viewers to follow you and receive notifications when you go live.
6. Respond to viewers comments.
7. Try doing a live video ahead of time and practice until you are comfortable with it.

[1] http://www.adweek.com/digital/heres-how-to-use-facebook-live-on-a-page/

HARVARD Kennedy School
BELFER CENTER
for Science and International Affairs

DEFENDING DIGITAL DEMOCRACY
NOVEMBER 2017

What Every Campaign Staffer Should Know About Cybersecurity

Congratulations, you're a cyber target.

Whether you're an intern or the campaign manager, cyber criminals are trying to break into your accounts and steal the campaign's information. Everyone has a responsibility to protect themselves and the campaign. That includes you.

There are simple things you ***must*** do to avoid making yourself and the campaign a victim.

1. **Activate Two-Factor Authentication**
   Adding two-factor authentication to your email, file storage, and social media accounts is the most important step you can take to secure your information and it's really simple to set up. Your campaign will tell you which two-factor method to use. Two-factor authentication makes it a lot harder for the bad guys to get into your account, even if they steal your password.

2. **Create Strong Passwords**
   Make your password as long as possible. Think of it more as a "pass-sentence" than a password. Less than 8 characters is too short. 12 or longer is much better. Contrary to popular belief, it should not include requirements for numbers, special characters, or capitalization. `SOMETHINGLIKETHISPASSWORDHERE` is actually harder to hack than `s0m3TH!n6L1k$`. String a set of words together that are easy for you to remember. Don't write your password down where someone can find it. If you have even a faint suspicion that someone might know your password, change it immediately.

3. **Keep work on your work accounts**
   Never use your personal email or storage services for campaign work. Foreign agents have hacked people's personal email accounts in the past to steal information. To keep your personal life secure, use strong passwords and two-factor authentication.

(Continued on back)

4. **Secure your personal accounts**
   Make sure you have two-factor and strong passwords on your personal accounts, just in case someone tries to hack your personal life. If you are on Gmail, there's a service for personal accounts called Advanced Protection that uses physical keys to give you extra protection from someone else logging onto your accounts. There is also a Chrome extension you can download that helps protect Gmail accounts against phishing.

5. **Watch out...**

   a. **Clicking links.** Avoid clicking links in emails; go directly to a site through your browser instead. Just clicking a malicious link can install malware on your computer. Be especially careful of links that ask for your password or personal information. If you see something suspicious, contact us immediately!

   b. **Trust your gut.** If an email looks funny or has strange grammar, don't click anything or open any attachments. If a co-worker seems to be sending a strange request, or asking you to share something sensitive over email, pick up the phone and call them to make sure it's legit. Never click links, open attachments, or send sensitive information in response to emails from people you don't know or addresses you don't recognize. If you see something suspicious or aren't sure what to do, just say so!

   c. **Downloading apps.** Only download apps from the official Apple or Android store on your device. Avoid downloading apps you don't need, since adversaries will sometimes spy on your computer or phone by creating apps disguised as games or helpful tools.

   d. **Social media**. Your social media accounts contain a wealth of information about you and your whereabouts that hackers can use to send you sophisticated phishing emails. Limit the information you share by default and select security settings that allow only accepted friends to see personal information. Don't accept friend requests from people you don't know.

CYBER SECURITY PLAYBOOK SUMMARY[1]

TOP FIVE CHECKLIST

1. **Set the Tone:** Take cybersecurity seriously. Take responsibility for reducing risk, train your staff, and set the example. Human error is the number one cause of breaches.
2. **Use the Cloud:** A big, commercial cloud service will be much more secure than anything you can set up. Use a cloud-based office suite like GSuite or Microsoft365 that will provide all your basic office functions and a safe place to store information.
3. **Use 2FA:** Require two-factor authentification for all important accounts, including your office suite, any other email or storage services, and your social media accounts. Use a mobile app or physical key for your second factor, not text messaging.
4. **Use Long Strong Passwords:** For your passwords, create a really long string, not something short like Th1$. A long string of random words without symbols is more difficult to break than something short, with L0t$ 0f $ymB01$. A password manager can help, too.
5. **Plan and Prepare:** Have a plan in case your security is compromised. Know whom to call for technical help, understand your legal obligations, and be ready to communicate internally and externally as rapidly as possible.

VULNERABILITIES, THREATS AND RISKS

- **Vulnerabilities**: weaknesses in your campaign that make information susceptible to theft, alteration, or destruction. Vulnerabilities can originate in hardware, software, processes, and in the vigilance of you and your staff.
- **Threats**: the people, hackers, state and nonstate groups with the capability to exploit your vulnerabilities.
- **Risk**: Where opponents have capacity and are motivated to attack your vulnerabilities

SECURING THE CAMPAIGN

1. **Prepare:** The success of nearly every one of the Playbook's recommendations depends on the campaign manager creating a culture of security vigilance that minimizes weak links. That means establishing clear ground rules that are enforced from the top down and are embraced from the bottom up.
2. **Protect**: Protection is critical. When you discover you have a security problem, it is already too late. Building the strongest defenses that time and money allow is key to reducing risk. Internet and data security works best in layers: there is no single, bulletproof technology or product. A few basic measures used in combination can make a campaign's digital architecture more difficult to breach and more resilient if compromised.

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[1] Summarized and Quoted from the online Campaign Cybersecurity Playbook: https://www.belfercenter.org/cyberplaybook

3. **Persist**: Campaigns now face adversaries with ever-increasing levels of resources and expertise; even the most vigilant culture and the toughest infrastructure may not prevent a security breach. Campaigns need to develop a plan ahead of time to deal with a breach if one occurs.

STEPS TO SECURING YOUR CAMPAIGN

- Understand the human element
- Onboard and train everyone
- Set an example
- Vet staff, volunteers and helpers
- Define what's sensitive information
- Control access
- Educating about phishing

PLANNING AND PREPARING

1. Know what to report to law enforcement
2. Know who you will call for technical assistance
3. Identify a lawyer to help if needed
4. Brainstorm potential damage scenarios
5. Develop some boilerplate PR language to use in case
    - What happened?
    - How did it happen?
    - Who did it?
    - What was stolen or damaged?
    - Was anyone's personal information stolen? What are you doing to protect them?
    - How did the hackers do it?
    - Are the hackers out of your system?
    - How long were they in your system?
    - What security measures did you have in place? Why weren't they effective?
    - Shouldn't you have known this would happen? Why weren't your systems better secured?
    - Are you working with law enforcement? Has law enforcement contacted you?
    - In a ransomware breach, you'll be asked: Did you pay the ransom and why or why not?

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Absentee Register	List of voters who have requested/voted an absentee ballot by mail, by fax and, beginning 15 days prior to election day, in person or through special needs. **List includes**: Voter name, ascension number, district/precinct, mailing address, application type/status, date application was received (if applicable), date ballot was sent (if applicable), date the ballot was received and district ballot voted. For primary, general and special elections, upon receiving the initial base list, updates will be provided weekly up to the first mailing. After the first mailing, updates will be provided bi-weekly or after each mailing performed by the division. After the absentee by-mail application deadline, 10 days prior to an election, updates will be provided bi-weekly up to the 15th day after Election Day, if requested. The lists provided will be statewide and requestors will need to sort out desired district information.	Upon prepaid request. .	$20 Electronic list no updates included. $50 Per election house district electronic list. Includes base list and updates. $100 Per election senate district electronic list. Includes base list and updates. $250 Per election statewide electronic list. Includes base list and updates.
Absentee Early Vote Register	List of voters who voted by early vote method at a regional office. **List includes**: Voter name, ascension number, district/precinct, voting site number, residence address (unless maintained as confidential) and party affiliation.	Upon prepaid request.	$20 Electronic list no updates included. $50 Per election house district electronic list. Includes base list and updates. $100 Per election senate district electronic list. Includes base list and updates. $250 Per election statewide electronic list. Includes base list and updates.
Alaska Election Laws	Alaska Statutes, Title 15 The Alaska Administrative Code, Title 6	Available on the internet: http://www.legis.state.ak.us/basis/folio.asp	No charge.

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Ballot Measures	Past initiatives, referendums, recall, ballot amendments, advisory votes, propositions, questions and bonding propositions that appeared on the ballot.	Available on the internet: http://www.elections.alaska.gov/pbi.php	No charge.
Candidate's *"Filing For Office Handbook"*	Provides information on how to file for candidacy in a Primary Election for Party Candidates filing by Declaration and how to file for candidacy in a General Election for No-Party Candidates filing by Nominating Petition and Judicial Retention Candidates. Includes filing forms and information regarding the "*Official Election Pamphlet*," campaign advertising, political signs and administrative regulations concerning complaints regarding the eligibility of a candidate.	Upon request. Available on the internet: http://www.elections.alaska.gov/ci_pg_fof.php	No charge to Alaska residents. $10 For out-of-state requests; includes book and postage.
Candidate List	List of certified candidates for an election. **List includes**: Candidate name, address, political affiliation, contact phone number(s) and e-mail and web site information when provided.	Available on the internet: http://www.elections.alaska.gov/ei.php	No charge.
Candidate's Presidential Ballot Access Packet	Informational packet for recognized political party, limited political party and independent presidential candidates seeking ballot access in Alaska. Packet also includes information on write-in candidates.	Available on the internet: http://www.elections.alaska.gov/ci_pg_fof_pc.php	No charge.
Community District List	List of communities in Alaska. **List includes**: House district, senate district and district description.	Upon request. Available on the internet: http://www.elections.alaska.gov/er.php	No charge.

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Copies	Copies of public information are available. **Public information is defined as voter name, residence address (if not maintained as confidential), mailing address, voter registration dates, voter history and political party affiliation.** Multiple same-day requests will be counted as a single request when the number of copies are calculated.	Upon written request.	$.20 Per page after 20 pages. Requests that exceed five person hours of production in a calendar month shall require the requestor to pay personnel costs. AS 40.25.110(c).
District / Precinct Descriptions	District descriptions are found in the Alaska State Constitution. Precinct descriptions are found in Alaska Administrative Code, Title 6.	Available on the internet: District Descriptions: http://www.elections.alaska.gov/er_dd.php Precinct Descriptions: http://www.elections.alaska.gov/er_pd.php	$.20 Per page after 20 pages.
Election Summary of Results	Summary of statewide, district or precinct election results accumulated by contest.	Available on the internet: http://www.elections.alaska.gov/ei_return.php	No charge.
Election Board Worker List	List of election board workers. **List includes**: Election worker name, mailing address, district/precinct working, position, district/precinct reside, dates of agreement letter and political affiliation.	Upon prepaid request.	$20 Electronic list.
GIF List	List of street names with district and precinct information.	Upon prepaid request.	$20 Electronic list. $10 House district paper list. $110 Statewide paper list.
Maps	District and precinct boundary maps are available in paper format (8.5 x 11) or on division website.	Available on the internet: http://www.elections.alaska.gov/er_maps.php	No charge.

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Media Packet	Contains sample summaries of election night returns with sections regarding registered voters, voter turnout, ballot measures, counting and certification of election results and other information of interest to the media.	Available for Primary and General Elections. Available on the internet: http://www.elections.alaska.gov/pub_mp.php	No charge.
Petitions	Instructions for initiative, referendum and recall petitions and historical information on past initiatives, referendums and recall petitions.	Upon request. Available on the internet: http://www.elections.alaska.gov/pbi.php	No charge.
Petition Signers Report	List of petition signers. **List includes**: Signer's name, ascension number, district designation, book, page and line number, qualification code, signature date, and residence address. Available for petitions that have gone through signature verification process.	Upon prepaid request.	$20 Per petition electronic list. $85 Per petition paper list.
Petition Sponsor and Statistics Report	List of petition sponsors and petition statistics **Petition sponsors list includes**: Sponsor's name, ascension number, mailing address, residence address unless maintained as confidential, district and precinct designation, page and line number, qualification code, total qualified and total unqualified. **Petition statistic report includes**: Book numbers, date booklets issued and received, number pages entered, number of signatures qualified and not qualified, number of signatures withdrawn and number of qualified signatures by district.	Upon prepaid request.	$20 Per petition paper list. No charge to initiative committee.
Petition Status Report	Status report of current and past initiative petitions.	Available on the internet: http://www.elections.alaska.gov/pbi_ini_status.php	No charge.
Poll Watcher Guide	Handbook describing polling place procedures, including responsibilities and limitations of poll watchers.	Upon request.	No charge.

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Primary Ballot Choices Flyer	Outlines the ballot choices for a Primary Election.	Upon request.	No charge.
Primary Election History	History of Alaska's Primary Elections.	Upon request.	No Charge.
Questioned Voter Register	List of voters who have voted a questioned ballot. **List includes**: Voter name, party affiliation, mailing address, ascension number, district ballot voted, district reside, date reviewed, sequence number, accept and reject codes.	Upon prepaid request following an election.	$20 Electronic list. $10 House district paper list. $110 Statewide paper list.
"Number of Registered Voters" report	Report of the number of registered voters, sorted by party affiliation. Totals are given for each precinct, district, region, and statewide. Report is printed the first of each month.	Upon prepaid request. Available on the internet: http://www.elections.alaska.gov/vi_vrs.php	No charge for regular first-of-month paper report $5 Special mid-month paper report
Registrar List	List of Alaska registrars. **List includes**: Registrar name, mailing address, date of agreement, district/precinct registered and party affiliation.	Upon prepaid request.	$20 Electronic list.
Registration By Age	Report of voter count by age group	Available on the internet: http://www.elections.alaska.gov/vi_vrs.php	No charge.
Sample Ballots	Sample ballots for past and current elections.	Upon request. Available on the internet: http://www.elections.alaska.gov/ei_sb.php	No charge.

INDEX OF RESOURCES
State of Alaska - Division of Elections
Internet Homepage Address: http://www.elections.alaska.gov/

Material	Description	Availability	Charge
Voter List	List of registered voters. **List includes**: Voter name, ascension number, residence address (if not maintained as confidential), mailing address, district, precinct, party affiliation, sex and ten years voter history.	Upon prepaid request.	$20 Electronic list. $1 CD media charge. $20 Per partial or complete house district paper list. $5 Postage cost for each house district paper list.
Voter List - Dated	**List includes**: Voter name, ascension number, residence address (if not maintained as confidential), mailing address, district, precinct, party affiliation, sex and ten years voter history.	Upon prepaid request.	$20 Electronic list. $1 CD media charge. $20 Per partial or complete house district paper list. $5 Postage per house district for paper lists.
Voter History Statistics Report	Number of voters who voted in a specific election including breakdown by gender	Available on the internet: http://www.elections.alaska.gov/vi_vrs.php	No charge.
Voting Pamphlets	*Ballot Measures Pamphlet*: Provides information on ballot measures appearing on the Primary Election ballot, sample ballots and other voting information. *Official Election Pamphlet*: Provides biographical statements prepared by candidates, ballot measures appearing on the General Election ballot, sample ballots and other voting information. *Special Election Pamphlet*: Provides information on the topic of the special election, sample ballot and other voting information.	Upon request. Available on the internet: http://www.elections.alaska.gov/pub.php	No charge.

ELECTRONIC VOTER LIST

STATE OF ALASKA - DIVISION OF ELECTIONS

Electronic Voter Lists Are:

- Comma Separated Value (CSV) and includes a header row. The .csv will open in Excel
- Available on CD or by EMAIL (statewide lists produced only on CD).
- If sent via email, the file may be an executable (.exe) zipped file.

Record Layout Information:

	Column Heading	Description
A.	UN	This column will indicate if the voter's mailing address is marked as undeliverable or if the voter has been flagged for list maintenance due to limited activity on the voter's record. ***** = The Division of Elections mailed information to the voter at the mailing address on the voter's record and the mail was returned to the Division of Elections by the post office as undeliverable mail. The voter is still active, but the mailing address is not valid for this voter. **?** =The voter has not had activity or contact with the division for four years and has been flagged for list maintenance process.
B.	Party	Voter's political party affiliation. **Recognized Political Parties**: Are those parties that have gained recognized political party status under Alaska Statute 15.80.010(27) and voters appear on voter lists as follows: **A**: Alaskan Independence Party **D**: Alaska Democratic Party **L**: Alaska Libertarian Party **R**: Alaska Republican Party **Political Groups**: Are those groups that have applied for party status but have not met the qualifications to be a recognized political party under Alaska Statute 15.80.010(26) and voters appear on voter lists as follows: **C**: Alaska Constitution Party **G**: Green Party of Alaska **T:** Twelve Visions Party of Alaska **V**: Veterans Party of Alaska **W:** UCES' Clowns **No Affiliation / Undeclared**: **Voters** who chose not to declare an affiliation or who are unaffiliated appear on voter lists as follows: **N**: Nonpartisan (no affiliation) **U**: Undeclared
C.	D/P	The house district and precinct of the voter's residence address. The first two characters represent the house district number.
D.	Last Name	Voter's last name.
E.	First Name	Voter's first name.
F.	Middle Name	Voter's middle initial.
G.	Suffix Name	Voter's name suffix (Jr., Sr., etc.) if any.
H.	Ascension #	The ascension number is a random number assigned to the voter by the database.
I.	REG Date	Date of most recent registration (if included).
J.	ORG Date	Date when voter originally registered (if included).
K.	DIST Date	Date when voter registered in house district (if included).
L.	Residence Address	Voter's residence address. If voter has elected to keep residence address private, the word PRIVATE will be listed.
M.	Residence City	City of voter's residence address.
N.	Residence Zip	Zip code for voter's residence address.
O.	Mailing Address 1	First line of voter's mailing address.
P.	Mailing Address 2	Second line of voter's mailing address.
Q.	Mailing Address 3	Third line of voter's mailing address.
R.	Mailing City	City of voter's mailing address.
S.	Mailing State	State of voter's mailing address.

	Column Heading	Description
T.	Mailing Zip	Zip Code of voter's mailing address.
U.	Mailing Country	If voter's address is overseas, country of address.
V.	Gender	Voter's gender. Male or Female represented by a M or F. "U" means unidentified (voter did not declare sex).
W.-AG.	VH1 – VH16	These column will indicate the elections the voter participated in. The first set of data is the election ID which begins with the year, followed by the election code. Primary elections will always show the year then PRIM and General elections will always show the year and then GENR. For example: 14GENR = 2014 General Election 14PRIM = 2014 Primary Election Local and special elections will show the year and a code referencing the election. For example 12REGL = 2012 Regular Local Election 12SPEL = 2012 Special Local Election 07SPEC = 2007 Statewide Special Election The second set of data is the method in which the voter voted. For example: P = Voted in person at the polls E = Early Ballot A = Absentee Ballot Q = Questioned Ballot

As you consider running for public elected office, know that efforts are underway to create an atmosphere in our community that stresses civil discourse. By elevating our level of communication and avoiding personal attacks and general stubbornness, we can avoid unhealthy debate. This will lead to a more effective democracy, and help maintain our sense of community by increasing civic participation.

Speak Your Peace, citizen-led campaign urges residents of the south Wood County area to communicate in a respectful and effective way. It is not a campaign to end disagreements. It is a campaign to improve public discourse using nine "Tools of Civility" to foster effective communication.

Nine Tools of Civility

1. Pay Attention

Be aware and attend to the world and the people around you.

- ❑ Be informed about what is occurring in our community
- ❑ Focus on the issue - on what the person is saying
- ❑ Consider the whole picture; issues are connected
- ❑ Open your mind to new perspectives; strive for objectivity

2. Listen

Focus on others in order to better understand their points of view.

- ❑ Seek to understand; hear what is said
- ❑ Ask effective questions
- ❑ Respect the person and his/her view through your words and body language
- ❑ Give thoughtful attention; avoid distractions such as: your emotion, multi-tasking, or formulating a response instead of listening

3. Be Inclusive

Welcome all groups of citizens working for the greater good of the community.

- ❑ Know the community system in order to be inclusive (social, economic, environmental, technical, etc.)
- ❑ Intentionally and sincerely invite diverse perspectives
- ❑ Seek participation; take responsibility; include yourself!
- ❑ Use common language; avoid jargon

4. Don't Gossip

And don't accept when others choose to do so.

- ❑ Go to the source for the facts; validate the information
- ❑ Communicate with respect and a positive intent; own what you say; be accountable
- ❑ Model integrity and mutual respect; set a good example for others
- ❑ Honor those who are not present

5. Show Respect

Honor other people and their opinions, especially in the midst of a disagreement.

- ❑ Value the person; appreciate his/her contributions, experiences, passion, culture, norms and values
- ❑ Use questions to clarify
- ❑ Value ideas that are brought to the table
- ❑ Demonstrate positive body language

6. Seek Common Ground

Look for opportunities to agree; don't contradict just to do so.

- ❑ Rise above emotions; focus on the issues
- ❑ Build relationships; make a connection
- ❑ Work toward mutual trust

7. Repair Damaged Relationships

Be sincere; apologize and forgive.

- ❑ Take responsibility for your actions and words
- ❑ Accept an apology
- ❑ Practice forgiveness; let go of the past

8. Use Constructive Language

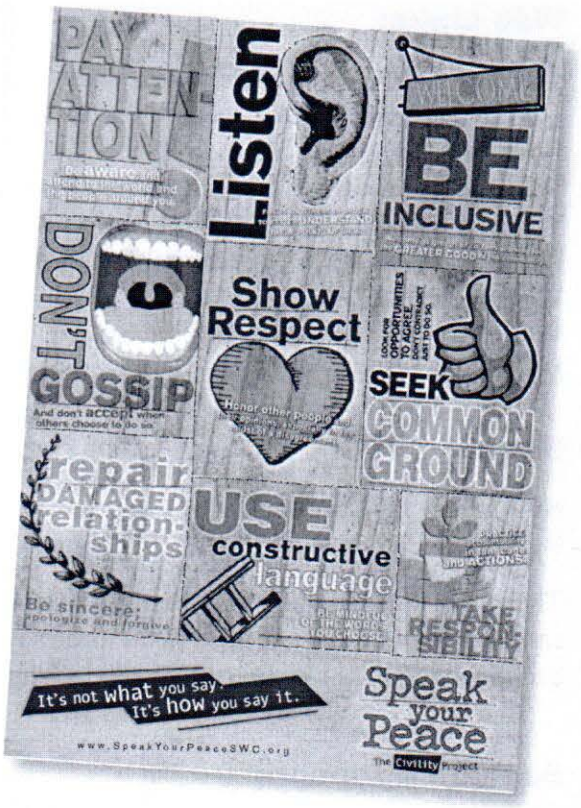
Be mindful of the words you choose.

- ❑ Address conflict with the intent of resolution
- ❑ When disagreeing, stick to the issues and don't make a personal attack
- ❑ Learn from others' perspectives and feedback

9. Take Responsibility

Practice accountability in language and actions.

- ❑ Take ownership; use "I" statements
- ❑ Don't shift responsibility and blame onto others
- ❑ Be trustworthy
- ❑ Tell the truth



To find out more, visit www.SpeakYourPeaceSWC.org.

Speak Your Peace. Owned by the community.
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Useful Websites
(Descriptions in quotes are taken from the sources)

State and Local Government websites:

CBJ Charter and Ordinances: http://www.juneau.org/law/charter/charter.php
City Elections: http://www.juneau.org/clerk/elections/
Assembly: http://www.juneau.org/assembly/index.php
APOC: http://doa.alaska.gov/apoc/
State elections: www.elections.alaska.gov
Alaska election laws: http://codes.lp.findlaw.com/akstatutes/15

Campaign Resource Websites:

https://candidatebootcamp.com/blog/know-strengths-political-candidate/
This website presents candidates with 23 questions to help decide whether or not to run. It also includes a survey tool potential candidates can use to get feedback from friends on their potential candidacy.

http://www.localvictory.com "This website exists for one purpose: to teach candidates, campaign staff, political organizations, volunteers and activists how to win political campaigns. The articles and information on Local Victory are non-partisan in nature, and can be used by any candidate of any party to learn how to run a successful political campaign. Local Victory brings the know-how of professional political consulting to small and mid-sized campaigns."

https://www.ndi.org/dcc-campaign101 "The National Democratic Institute is a nonprofit, nonpartisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government." Campaign Skills 101 is a web page on the NDI site with links to numerous tools that can be adapted to fit most running-for-local-office situations. The Political Campaign Planning Manual (https://www.ndi.org/files/Afgh-campaign-planning-manual-ENG.pdf) covers all the steps even though written for non US uses.

http://aristotle.com/ "….web-based services to help campaigns effectively track supporters, voters, fundraising, and volunteers….Complete**Campaigns**.com offers four main products: BackOffice, the flagship product, for fundraising, accounting and contact management; VoterManager for voter contact tracking; SiteBuilder for fast and simple campaign website creation and management; and FundRaiser for online donation processing." http://www.completecampaigns.com/campaignguide.asp is the site's free web resource on campaign management.

http://www.huffingtonpost.com/laura-packard/so-youre-running-for-offi_b_4652935.html? Huffington Post article about how to launch a political campaign online.

http://www.dsaspeakyourpeace.org "The purpose of the Speak Your Peace Civility Project is to urge citizens to communicate in a more respectful and effective way. This is not a campaign to end disagreements. It is a campaign to improve public discourse by simply reminding ourselves of the very basic principles of respect."

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