**Your Support team!**

We are happy to answer questions, review materials, and provide suggestions throughout the entire process. It’s always better to ask!:

* NH House Democratic Caucus Executive Director (DVCC):

Jonathan George 859-519-8146 or jgeorge@nhhousedems.org

* Insert your town chair info here

**Getting Started Checklist**

* Register as a candidate with your town clerk during the filing period
* Register as a candidate with the Secretary of State. In order to fundraise for your campaign, you need to register with the Secretary of State at: <https://cfs.sos.nh.gov/Public/CandidateRegistrationPublic>
* House candidates should register as candidates. When you register, you will need to choose someone to be a treasurer (or “fiscal agent”). The only official responsibility of the treasurer is to sign the financial filing, but it is helpful to have someone who will help keep you organized. When you register online you will be sent a pdf of the form – keep this document to help set up your campaign bank account (see below). You should choose the “no” option to both continue 6 month reporting and voluntary spending limits.
* It’s perfectly acceptable to be your own treasurer, and in many cases it’s easier to not worry about having a second person sign off on your filing. However, if you have someone local who you trust, naming them your treasurer is a great way to give them responsibility and engage them with your campaign. The only official responsibility of the treasurer is to sign the financial filing.
* [State finance reporting guide](https://drive.google.com/file/d/1KKOuDFofdFQ9FqrYv4vUMBvsb2oE25Sm/view?usp=sharing)
* Determine the mailing address your campaign committee will use. You might want to consider setting up a PO Box for the campaign, or you can use your home address.
* Determine the contact phone number your campaign will use. It’s fine to use your own phone number, but [Google Voice](https://support.google.com/voice/answer/7207482?co=GENIE.Platform%3DDesktop&hl=en) is often a good option.
* Get a gmail account for your campaign so you can set everything up with that.
* Obtain an Employer Identification Number (EIN):
* You can quickly obtain an EIN for free at: <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>
* [DVCC step by step guide to setting up the EIN](https://drive.google.com/file/d/1GmkNll3xysK8uxUmqD1KuIoOeeQtlWre/view?usp=sharing)

The EIN will be required by some banks to set up a campaign account and will be required for creating an ActBlue page. You will receive your EIN immediately after finishing the application. Save and print the confirmation document. You may receive Form 8871 from the IRS – you can ignore this form since you are the “Committee of a State Candidate” and exempt from this form.

* Open a Campaign Bank Account:
* You should set up a “business bank account” for your campaign. You should shop around to find out which banks charge fees and which do not. We find that local banks are usually better. The account must be titled the same as your candidate committee.

Bring your candidate committee and EIN confirmations with you when you go to the bank. The bank will ask for official documentation of your campaign and those documents are accepted.

* Get a credit or debit card for the campaign. You probably will not need checks. Most accounts all online checking should you need to send a check.
* Create an ActBlue Page & a Budget:
	+ ActBlue is an online Democratic fundraising tool. It is free to set up an ActBlue account and it allows donors to contribute to your campaign via credit card. ActBlue collects all the necessary financial reporting information for your filing. Just a note, ActBlue charges a credit card processing fee of 3.95%. Visit [ActBlue.com](http://actblue.com) to sign up – you will need your EIN number, bank account number, and campaign committee confirmation. After you fill out the initial sign-up form, you’ll create a merchant account, which takes approximately a week to process.
	+ Check out this example: <https://secure.actblue.com/donate/bedford2022>
		- You will widely share the ActBlue link for people to donate (social media, website, in emails, etc.)
		- Set up an option for recurring monthly donations in ActBlue.

# Create & Track Your Budget:

* Set up a spreadsheet to keep track of donations and expenditures. This organization will make campaign finance reporting much quicker!
* Draft a version of a winning budget
	+ NDTC has a [Budget Template](https://goo.gl/BpQP8b) that you can copy and use for your own campaign.
* Personal Donor List:
* Write emails to your circle asking for donations. Now that you have a bank account, an ActBlue page, and are registered with the Secretary of State’s office, it’s time to start collecting contributions. Your early contributions will come largely from family and friends who want to see you succeed. Contributions are crucial to getting your message to voters – if voters don’t know you, then how will they know to vote for you? The more you raise during the early stages of your campaign, the less you need to focus on it during the final stretch in the fall of 2022. Early contributions will help you get your campaign up and running (buying signs, initial campaign materials, mailings, etc.)
* Include a physical address and your campaign name so folks can mail donation checks.
* Contribution Limits: In New Hampshire, state level candidates can accept up to $5,000 in donations from individuals, political committees, and corporations during three different periods. The first period is from now until you officially file as a candidate (Filing Period from June 1st-10th). The second period is from when you file until the Primary (June 10th-September 13th). The final period is from the Primary to the General (September 13th-November 8th). In total, candidates can take up to $15,000 donations during the first period, $10,000 during the second, and $5,000 during the final.
* Establish an Online Presence:
* As soon as people hear you are running, they will Google your name. Friends and family will try to find ways to help and interested voters will try to learn about you. You should have at least a campaign Facebook page. If you’d like, you can also create a twitter account and/or a campaign website. Twitter is a great way to post quick updates on your campaign and stay connected with party activists, organizations, and reporters. Don’t worry about having a position for every issue – your online presence should help voters learn about you as a person and why you are running.
* Short bio: *create this first thing!*
* Creating Your Candidate Story:

What is your story? You can use the questions below to compose a few paragraphs about yourself to use on your online/social media presence, in literature, and in your stump speech. For even more on how to develop your story go to: <https://traindemocrats.org/course/story-of-self/>

Simply put, a stump speech is how you introduce yourself to voters. While you don’t want it to sound “canned,” it’s always a good idea to have planned out ahead of time what you will say so you can be sure to include your most important talking points. We suggest you aim for a speech that is 3-5 minutes long. You might want to prepare both a shorter and a longer version as well.

We also suggest practicing your speech and timing yourself. This will help you to get comfortable and be more confident when your big moment in the spotlight does come.

Whether you are working on a stump speech, longer bio, or a short social media post, you don’t have to use everything you listed out below. It’s just an exercise to get you thinking about things you might want to mention.

If you get stuck or are unsure about what to include, reach out to your local committee for help! We can help with developing your messaging!

1. How long have you lived in the area? What are your ties to the area?
2. What are some details about your household? (your partner, kids/family, pets, occupation)
3. What are some ways you serve your community? It could be volunteering, being an activist, serving on the PTG or on the board of a community group, supporting local Dem campaigns…
4. *List out what you are passionate about. How do these things translate into ideas that can be solved politically?*
5. List 3-5 political/community issues you particularly care about.
6. List 3-5 reasons that you want to serve as a State Rep.
7. List 3-5 issues you really want to get work done on.
8. What is going on politically right now that makes you especially motivated to run this cycle?
9. What is one thing voters should know about you?
* Messaging this moment
	+ The Local Leadership Network is putting together a candidate toolkit, including issue based training sessions. Coming soon!
	+ Words That Win is an excellent training for messaging. The next session is June 30. Sign up here: <https://www.mobilize.us/wordsthatwin/event/452322/?referring_vol=428925&rname=Shana&share_context=event_details&share_medium=copy_link>
	+ The Radical Right Accountability project has put together many resources here-including suggested messaging when you are talking about the radical right in NH, a guide on best practices for messaging, a bad bills spreadsheet, a sample LTE, etc…[Toolkit for concerned voters](https://docs.google.com/document/d/1PFwj1ov6yliLGFgTsTYCyEhrYcIKRZBWPaIhi3UGsmI/edit)
* Get some professional headshots or good photos for your campaign. We have a few people that we can recommend locally if you need a referral.
* Set up an email address for your campaign. Most small campaigns are probably fine to use something like yourname@gmail.com
* Social Media: Using this new email address, create accounts with the same names on [Facebook](https://www.facebook.com/pages/create) (as pages), [Twitter](https://support.twitter.com/articles/100990) and [Instagram](https://www.instagram.com/?hl=en). Even though you probably won’t use all of these platforms, you don’t want your opponent to be able to create a fake account using your name and mislead folks about your positions.
	+ You don’t have to do anything with this gmail or the social media accounts yet, but having them set up will ensure you have access to them once you’re ready to use them.
	+ Lock down your personal social media accounts for privacy.
	+ Include a physical address and your campaign name so folks can mail donation checks, along with your ActBlue link.

## Website:

## Decide what platform you want to use. We recommend something easy like [Wix.com](http://wix.com) which will cost about $12-15 per month for a website with your own domain name.

* + - You don’t have to do anything with these URLs or social media accounts yet, but having the domains will ensure you have access to them once you’re ready to use them.
	+ Include a physical address and your campaign name so folks can mail donation checks, along with your ActBlue link.
	+ Look at Catherine's & Sue’s campaign websites to get an idea of what kind of content you'll need to come up with: <https://www.catherinerombeaunh.com/>

<https://www.suemullennh.com/>

* Political Contacts:
* Campaigns are people centered. Make a list of community stakeholders that you want to sit down with and learn from. This includes the chair of local Democratic committees, former legislators or candidates, town elected officials, and well connected influencers who may be helpful to your campaign (teachers, principals, firefighters, police officers, coaches, etc.). These influencers may provide guidance, endorsements, additional connections, and can help share your story.
* Other endorsements from places like Emily’s List,
* PACS - soliciting donations from PACS is a possibility.
* Volunteer Contacts:
* Volunteers will be key in helping you run your campaign and talk to voters. Come up with a list of 5 to 10 people who will be willing to consistently help in whatever ways you need. This group is usually made up of family and trusted friends to advise you on campaign decisions. This [blog post](https://blog.traindemocrats.org/how-to-run-for-office-building-your-kitchen-cabinet/) can help you set up your inner circle of advisors. Sit down with them early on and have a conversation about the ways that they will be able to help.
* These people should be willing to:
	+ Give you their time, talent, or treasure.
	+ Help you put signs out when people request them. Bedford Dems can help with this.
	+ Do visibility with you.
	+ Knock on doors for you.
	+ Make phone calls for you.
	+ Help put together a mailing for you.
	+ Endorse you if appropriate.
	+ Work to write Letters To Editor on your behalf. LTEs submitted by Tuesday at 5pm show up in the following week’s issue (Bedford Bulletin).
* Create a google form for volunteers to sign up to help or to get yard signs. Put this on your social media and website. Here is a [template](https://docs.google.com/forms/d/e/1FAIpQLSfT-UQFOp5yoDwZszCA_7SM4JWR3Y82OmePI76xVHUL5KaZrA/viewform?usp=sf_link) that you can copy and modify for your use.
* Campaign Materials:
* Review the SOS rules for political advertisements before you begin. <https://sos.nh.gov/media/zdlpoued/political-advertising-2020.pdf>
* Create a campaign logo – remember to keep it simple! Your logo should include your name and State Rep so people know who you are and what office you are running for. Your logo will be on lawn signs later in the campaign so it needs to be easily readable from a distance.
* Business cards are a great way to share your contact information with everyone you talk to before you have campaign palm cards.
* Palm cards for canvassing.
* Yard Signs- We’re happy to connect you with [union printers](https://drive.google.com/file/d/1KbD70t-UiP_bFM5C-_aoUDQ_TttPQILz/view?usp=sharing) who can design and print all materials.
* Any other swag that you want to have for promotional purposes.
* Mailings. There are approximately 2,700 Dem households in Bedford. You can also look into an Every Door Direct Mailer (EDDM) that goes to every voting household. Contact us for names of printers that you can get quotes from for printing and postage. We can help with developing your messaging.
* Spread the Word:
* [Sample campaign timeline](https://drive.google.com/file/d/1BaJA4Sc9DmQ1gOgQgIOV_iPVu35vJgiU/view?usp=sharing)
* [Sample campaign plan](https://drive.google.com/file/d/1X0yew8J_q9vI1Wp05MwnlLpdRjRxMr77/view?usp=sharing)
* Don’t be shy! Talk about your campaign every chance you get. No matter where you are, be prepared to talk to people about your campaign. Chance encounters can lead to contributions, volunteers, and help expand your network.
* Craft an LTE introducing yourself for this Tuesday by 5 for the Bedford Bulletin.
* Create a Patch account so you can submit articles/LTEs/endorsements on your behalf. <https://patch.com/new-hampshire/bedford-nh>
* Attend meetings of local committees. Reach out and ask if you can have 15 minutes of their time to introduce yourself and take any questions.
	+ Women’s Club. Ask Julie Donovan (Bedford Dems treasurer, too) julie.donovan@juno.com
	+ Men’s Club. Ask Bill Lange.
	+ Rotary Club. Ask Jerry Hanaeur (active Democrat) gshanauer@yahoo.com
	+ PTG meetings
	+ Lion’s Club
	+ Bedford Dems meeting
* Understand the local guides that come out around the election. You should get in touch with all of these to submit your candidate information.
	+ Bedford Library voter guide: <https://bedfordnhlibrary.org/sites/bedfordnhlibrary.org/files/attachments/2021Bedford-Voters-Guide.pdf>
	+ Bedford Taxpayers Association:

<http://bedfordtaxpayers.com/bta/wp-content/uploads/2016/04/BedfordTax-News-0221-LR.pdf>

* + Bedford Resident Association:

<https://mailchi.mp/da55355fe078/please-consider-running-for-office?e=7bbd2580a3>

* + Taxpayers For Quality Education:

<https://bedfordtqe.com/>

* BCTV Candidates Corner [www.bedfordtv.com](http://www.bedfordtv.com)
	+ Sign up for the BCTV Candidate’s Corner interview.
	+ Find a good person to interview you.
	+ Create and work through your questions.
	+ Practice your interview.
* Create a rough social media calendar for you to follow.
	+ Develop some issues based statements for you to release each week to generate interest in your campaign.
	+ We can help you develop graphics for these if you need help.
	+ When you are ready, set up a media content calendar. You can use something like [this](https://docs.google.com/spreadsheets/d/1msXOD_G_Fo6oXqBmRqfRtTMAKxsu-sRgVvuHBasw_B8/edit?usp=sharing) to get organized.
	+ Use this [checklist](https://docs.google.com/document/d/19bBFHFK8HFMv40yW6nQFCuyuQdU-sdPP7CLqOJ9Ow8c/edit?usp=sharing) from *Words That Win* as a guide when crafting messages or statements.
* Set up a schedule to meet with special interest groups around town. Holding Roundtable talks with small groups is a good way to get to know what people’s concerns are.
* Go to public events to meet people - parades, town events, etc.
* Plan House Parties to meet people.
* REACH app-Relational mapping/friendbanking/relational organizing
* REACH is a relational organizing program used to map out our strategy for engaging with voters that we don't typically reach.
* Engage with your pre-existing networks and get new folks engaged in the campaign.
* Have 1:1 conversations with people in your personal networks-record conversations/notes in VB
* Phone banking.
	+ Make phone calls from targeted lists (you will get these from DVCC).
	+ Volunteers will be needed
* Canvassing.
	+ [Set up MiniVan on your phone](https://drive.google.com/file/d/1ajodvuvPq2oznxhlVFbZ_PLRP8t2DiCh/view?usp=sharing)
	+ Going door to door to talk to voters is essential!
	+ Volunteers will be needed
	+ DVCC to organize this with Organize NH
	+ You will be given special lists just for you to target
	+ Review structure and over all long term goals of NHDP here:[Hillsborough County Summit.pptx.pdf](https://drive.google.com/file/d/1hxwrlEDD0Hsw1QcO3_F9BE12OTLQlLSM/view?usp=sharing)
* Visibility
	+ Book time at the transfer station
	+ Use SignUp Genius to organize shifts that people can sign up for
		- Street viz
		- Election day viz
		- Transfer station viz
	+ Create sign sticks
	+ Take pictures and post them!

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