



RUNNING FOR OFFICE?

CHECKLIST OF PRE-FILING ACTIVITIES

Before You File

- *Decide to run. (Call us for help talking through the decision).*
 - *Review IndianaWAM's "What to Do Before You Run"*
 - *Talk to Democrats/Supporters/Party Officials*
 - *Identify Winning Strategy based on win number, election data, demographics, etc.*
-

DEVELOP CAMPAIGN PLAN

- Articulate your "Why am I running" speech
- Create 3-part platform
- Logo, design elements
- Budget
- Ground game
- Digital Engagement



Before You File, cont.

- *Join IWAM Candidate Network*
 - *Identify Campaign Treasurer*
 - *Campaign Treasurer Training*
 - *Identify Campaign Manager*
 - *File Campaign Finance Forms*
 - *Start Fundraising**
-

IDENTIFY CONSTITUENCIES AND THEIR LEADERS. IDENTIFY LIASONS TO THESE COMMUNITIES.

African American

Latino

Professional Groups - Teachers,

Health Care Providers, etc

Social Groups: Rotary, Kiwanis,

Business

Environmental

Women

African American

Latino

Professional Groups - Teachers,

Health Care Providers, etc.

Social Groups: Rotary, Kiwanis,

Business

Environmental



Identify Diverse Core Campaign Committee

- *Communications **
 - *Fundraising*
 - *Field Operations/Events*
 - *Volunteer Recruiter*
 - *Data*
 - *Social Media*
-

Right Before Filing

- *Attend IWAM Zoom Candidate Meetings*
- *Data Analysis*
- *Announce Candidacy/Launch Event*
- *Website goes live*
- *Social Media goes live (FB, T, Insta)*
- *Earned Media*
- *Letters to Editor in support*
- *Personal Emails to Announce Launch*
- *Big Event*



FILE CANDIDACY DOCUMENTS

**JANUARY 5-
FEBRUARY 4, 2022**

Acquire Access to VAN from INDEMData Analysis

GO!

