

Campaign Prep: Study Guide

Guide to Graduate from the Groundwork to the Ground Game

1. Attitude (Vision + Mindset)

→ VISION

- ◆ Why are you running?
- ◆ What are the issues that inspire you?
- ◆ How do you lead?

→ MINDSET

- ◆ How do you see yourself?
- ◆ How do you see the voters? Your community?
- ◆ What are the internal barriers you need to overcome?

2. Assess

→ READINESS

- ◆ Qualifications
- ◆ Personal Life
- ◆ Work

→ LANDSCAPE

- ◆ Which office is the best fit for your experience and interests?
- ◆ Who else is running?

→ NETWORK

- ◆ Map your network. Where are the gaps?

3. Action

- What are your next steps?
- Apply for a local government committee
- Take on a leadership role
- Address weaknesses and take on opportunities

4. Adapt

- Sh*t happens. Things change!
- Review new information as it becomes available
- Be flexible as needed
- Be kind to yourself if things don't go as planned

Your SWOT Assessment

	Strengths	Weaknesses	Opportunities	Threats
Experience				
Leadership Style				
Network				
Personal Life				
Political Landscape				

