
MT2030
CLIMATE
SUMMIT
SUN VALLEY 26
PRESENTED BY TORUS

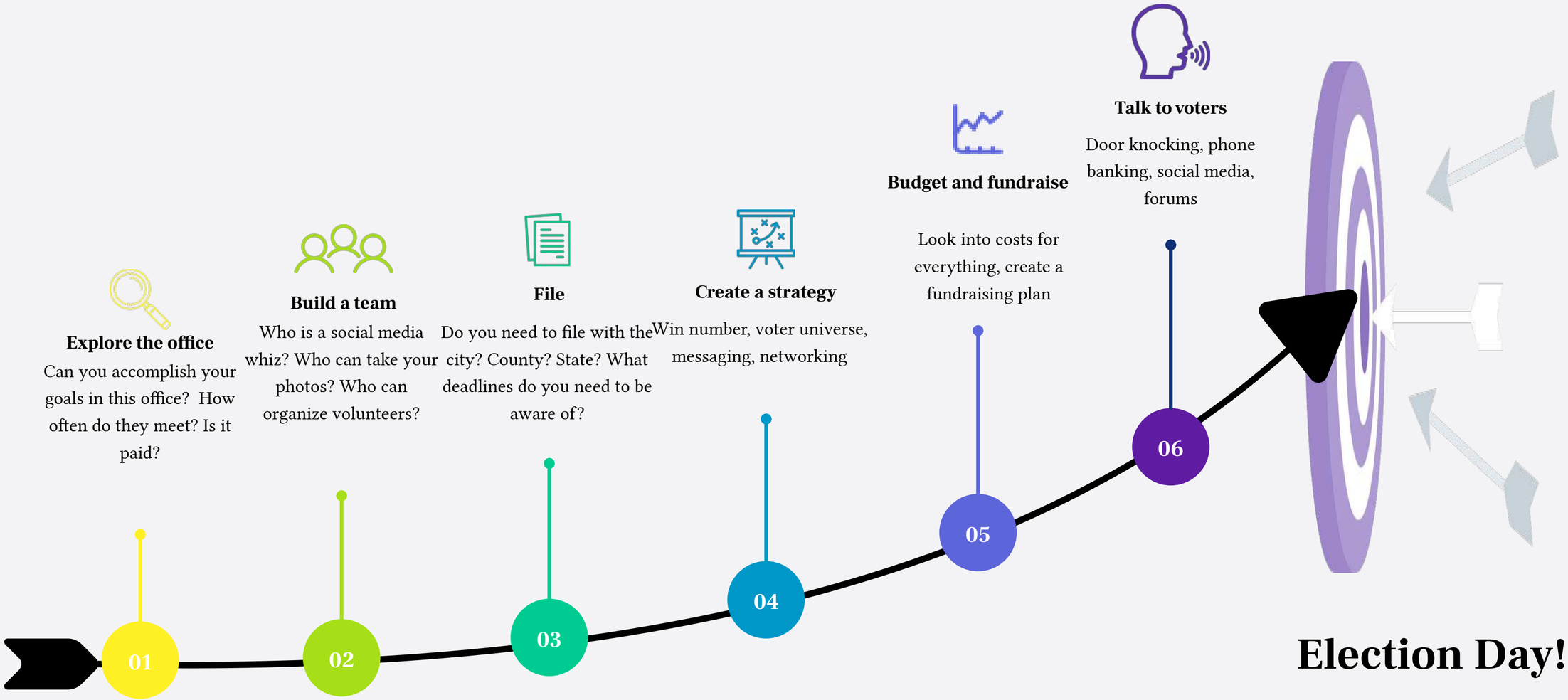
I might consider running for office but...



What are some hurdles to beginning your journey as a candidate?

Running for office: Step by Step

What have you thought about? What feels like the most intimidating step?



01

Explore the office

Can you accomplish your goals in this office? How often do they meet? Is it paid?

02

Build a team

Who is a social media whiz? Who can take your photos? Who can organize volunteers?

03

File

Do you need to file with the city? County? State? What deadlines do you need to be aware of?

04

Create a strategy

Win number, voter universe, messaging, networking

05

Budget and fundraise

Look into costs for everything, create a fundraising plan

06

Talk to voters

Door knocking, phone banking, social media, forums

Election Day!



LOCAL LEADERS PROJECT

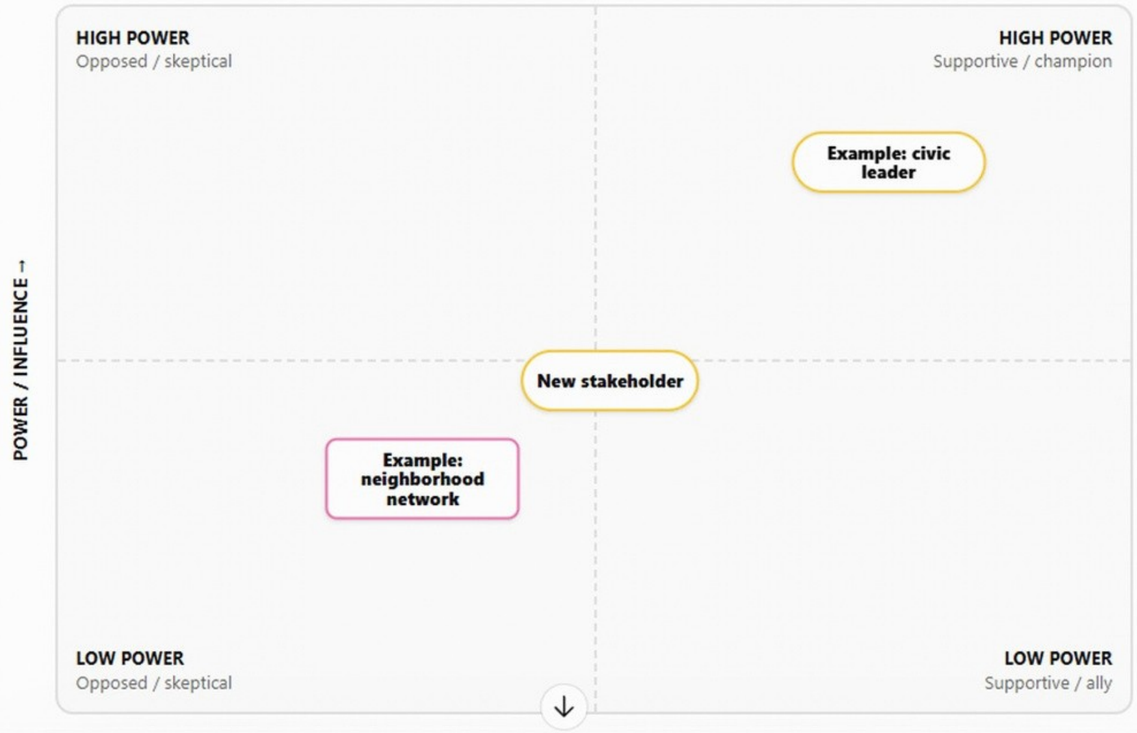
WE'RE BUILDING POWER HERE.

LOCAL LEADERS PROJECT
People helping people

COMMUNITY POWER MAP

Place people and networks based on their relative influence and their current position toward your goal.

+ Add stakeholder | Reset



LOCAL LEADERS PROJECT
PEOPLE HELPING PEOPLE

COMMUNITY INFLUENCER MAP

1 BASIC INFORMATION

Name: | Job / Role:
Education: | Organization / Affiliation:

2 COMMUNITY INVOLVEMENT

Key community activities, groups, and roles they are involved in:

3 INTERESTS & IDEOLOGIES

Key Interests

Ideologies / Worldview

4 COMMUNITY PRIORITIES

What do they care about most in the community?

5 POINTS OF AGREEMENT & DISAGREEMENT

Points of Agreement

Points of Disagreement

6 COMMUNITY INFLUENCE

How much influence do they have in the community and in what areas?

Level of Influence: ○ Low ○ Moderate ○ High ○ Very High

Areas of Influence

STRONGER COMMUNITIES. BRIGHTER TOMORROWS.

LOCAL LEADERS PROJECT
PEOPLE HELPING PEOPLE

MESSAGING MATRIX

Use the table below to do some deep thinking on the differences between your base and persuadable voters.

	BASE VOTERS	PERSUADABLE VOTERS
What are their **identities** and **values**? How do they feel about where they live? What do they take pride in? What cultural symbolism defines their lives?		
How do they **feel** about your co-op? What do they like about it? Do they have grievances?		
What is an external **"bad guy"** responsible for the pain points above that both groups can **unite in opposing**? Is it a real world malicious actor or a certain problem?		

TALKING POINT EXAMPLE *List talking point from Step 3*	Local Control
ADDRESS POLITICAL VALUES *How can you appeal to voters' political values with this talking point? What specific words would your persuadables use to*	Independence, freedom, self-reliance and energy reliability, our way of life is different here

LOCAL LEADERS PROJECT
WE'RE BUILDING POWER HERE

BUDGET CALCULATOR

About This Worksheet

In this step, you'll take a look at each major option for spending your hard-raised money with some suggested quantities and average prices. Actual prices will vary in your area. Once you've had time to go through each step and put together a dream budget, chat with your campaign helper.

Immediately below is a Budget Calculator. Further below is a series of sections that helps you consider specific expenditures. Complete these sections, using the formulas. This Budget Calculator below will automatically update with your inputs!

BUDGET CALCULATOR				
Item	**Quantity**	**Unit**	**Est. Cost per Unit**	**Est. Total Cost**
Mailed Candidate Letter	0	letter + envelope + p	$1.25	$0.00
Card Mailer	0	card + postage	$0.73	$0.00
Extra Cards Literature	0	card	$0.28	$0.00
Texts		texts	$0.32	$0.00
Social media ads	0	target viewers	$0.40	$0.16
Website Domain	1	domain	$30.00	$30.00
Web & Email Hosting		months	$0.00	$0.00
Print News Ads—Small		ads	$300.00	$0.00
Print News Ads—Large		ads	$500.00	$0.00
Online News Ads—Small		ads	$300.00	$0.00
Online News Ads—Large		ads	$500.00	$0.00
Small Yard Signs		signs	$15.00	$0.00
Large Signs		signs	$120.00	$0.00
Radio Advertisements	0	ads	$60.00	$0.00
Paid Canvassing		hours	$30.00	$0.00
			COST TOTAL	$30.16



The Local Leaders Project

What can you expect when you are accepted into the cohort?

Campaign Planning Guide

A step-by-step tool with spreadsheets, samples and archives

6 week virtual training

Group activities, working through examples, one on one office hours

Peer community

Like-minded individuals who will travel this journey with you

Tools to address your biggest concerns

A simplified process to remove barriers and answer common questions

Interested? Go here and fill out this form so we can reach out to you!