

Helpful Tips When Starting Your Campaign

- Make a “first call” list.
 - Create a spreadsheet of 50-100 people (or more) that you can contact to ask for campaign funds, but also for volunteer support, endorsement, and building your network
 - Consider family, friends, neighbors, co-workers, anyone from organizations you work/volunteer with, and anyone similar from your past (past jobs, old classmates), etc.
- Read through the KDP’s Candidate Filing and Compliance Info.
- Clearly define why you’re running for office.
 - Prepare 30-second and 2-minute answers to the question, “why are you running this seat?”
 - Make a list of your greatest accomplishments.
- Find a few headshots and family photos to be used on promotional materials (or get this professionally done).
- Meet with Leaders in your district.
 - Connect with county parties, local elected officials, union representatives, religious leaders, community activists, and anyone else who may be able to help your campaign.
- Build a brief online presence.
 - Commission/create a logo design (simple is better)
 - Buy a domain and build a brief website
 - Prioritize a splash page that has:
 - A quick bio and “why you are running”
 - A donate button/link (To set up an online donation page, go to https://secure.actblue.com/pending_entities/new)
 - Form to collect online volunteer signups
 - Set up social media accounts

Contact the Kansas Democratic Party at info@kansasdems.org if you have any questions. We are here to help!