

2017 Campaign Checklist

CANDIDATE INFORMATION

Candidate Name:	
Address:	
Telephone:	
Email:	
Position Running for:	
Ward:	

RESEARCH/PLAN

<input type="checkbox"/>	Ensure that your residence is within the border of the ward where you're running	
<input type="checkbox"/>	Read the city charter (esp. Chapter 5 re: council and job description)	https://law.resource.org/pub/us/code/city/oh/Cleveland/charter.pdf
<input type="checkbox"/>	Print out your background check and be ready to discuss	https://golookup.com/
<input type="checkbox"/>	Complete ward research	total # of schools, business, houses, residents, crime rates, population demographics, voting records, etc.
<input type="checkbox"/>	Identify platform and items to run on.	
<input type="checkbox"/>	Identify workspace.	(separate or in home)
<input type="checkbox"/>	Complete list of all meetings and contact info of leadership	(block clubs, ward clubs meeting dates/times and locations)

BUILD A TEAM

<input type="checkbox"/>	Identify campaign manager and other leadership	(including the socialite, the marketer, the politico, the digital native, etc.)
<input type="checkbox"/>	Recruit at least 30 people, including family and friends, as a grassroots organizing team	(for door-knocking, street team, phone calls, social media, fund raising, etc.)
<input type="checkbox"/>	Identify treasurer	(to collect all funds, keep an accurate record of income/expenses, and pay out all outstanding debts)
<input type="checkbox"/>	Identify fundraising chair/captain/leader and develop a fundraising plan that will raise at least \$3,000/month	(via fish fry's, cookie sales, parties, etc.)
<input type="checkbox"/>	Create a list of potential donors.	

	Start with top 20 with highest confidence.	
<input type="checkbox"/>	Open a separate campaign bank account	

COMMUNICATION/MEDIA

<input type="checkbox"/>	Register your name, website (domain name), and all social media accounts.	Friends of _____, Ward # for _____, etc
<input type="checkbox"/>	Scrub social media accounts of all inappropriate posts	
<input type="checkbox"/>	Create logo. Inclusive of colors you will use	
<input type="checkbox"/>	Set up professional photo shoot to get professional photos for the campaign	
<input type="checkbox"/>	Prepare a bio that includes complete resume that stretches back from birth	(includes siblings, elementary, high school, degrees, volunteerism, etc.)
<input type="checkbox"/>	Record a three minute video	clearly explains why you are running, and why the residents should vote for you

GATHER SUPPORT

<input type="checkbox"/>	Raise at least \$3,000 towards the campaign by April 1st	
<input type="checkbox"/>	Research how to have interns on staff, getting college credit	(CSU, CWRU, JCU, Tri, high schools?)
<input type="checkbox"/>	Get three recommendation letters	(1 local religious institution, 1 business, 1 resident)
<input type="checkbox"/>	Inform all friends and family members of your intentions	(collectively or individually). What was their reaction?
<input type="checkbox"/>	Attend every City Council meeting between now and April 1 st and observe competition.	
<input type="checkbox"/>	Submit a 100 word essay explaining your perceived strengths and weaknesses and that of your competition.	