



Run As You Are™ 90 Day Challenge

- 1. Know Why You are the Best Person to Run:** You have the experience and life skills already. All of that can be translated to public office.
- 2. Inventory Your Base:** You need to know who your allies are, who will volunteer, donate, and help you network. Then, make a plan to grow your connections
- 3. Have 15 Virtual Coffees:** Start with one person and ask them to recommend two more people. Repeat. Before you know it, people will be asking YOU for virtual coffee.
- 4. Take 3 Online VoteRunLead Courses:** We have some excellent resources and starter classes to help you ease into this like a pro at voterunlead.org.
- 5. Become an Expert:** Choose two issues that are most important to you. Are you concerned about your child's education or how your mom is going to take care of herself when she retires? Read an article a day about the issue you care about and you'll quickly become an expert.
- 6. Learn the Landscape:** Get to know your political environment, who the players are. You can find a lot of this information through your virtual coffee meetings. These people will direct you to rockstar virtual volunteers, community leaders, and influencers without official titles.
- 7. Attend a Virtual Government Meeting:** Attend a virtual city council hearing, virtual school board hearing, or a virtual legislative hearing, based on what you want to run for. Get a better sense of what happens, who is involved, and if it's right for you. Bonus points for virtually shadowing an elected official!
- 8. Write a Letter to the Editor:** Get to know the media. Being a public figure, you need to raise your profile, get name recognition, and be comfortable in the spotlight. This means getting used to the process of being on the record and having an opinion. Submit a response to an article with an issue that you care about.
- 9. Email your Local Party:** Google your party, get to know who they are and virtually introduce yourself. You don't need to say that you are running before you are ready to run. It's okay to say you are interested in more information about the community and being politically involved. Running unaffiliated is fine, just know that sometimes resources aren't always equitable.
- 10. Email an Elected Official:** You are now an "influencer," and you are involved. Use your voice to make the change you want to see. By doing #11, you will be alerted on when and what bills are trying to be passed.
- 11. Sign Up for 5 Email Lists:** Sign up for community based orgs & elected officials email lists. Make sure one is a viewpoint that differs from yours. This gives you an insight on what the other side cares about, what they are passionate about, and what messaging they are using.
- 12. Donate to a Political Cause:** Those email lists above will definitely be asking for money. Donations express your view and make your voice heard. You don't need to give hundreds of dollars--a ten dollar donation goes a long way. Then, when you decide to run, organizations are going to contact you to see if they should support or endorse you, and it will be to your advantage if you already support them.
- 13. Ask a Friend to Make a Donation to a Candidate or Charity You Like:** Get comfortable with asking people for money! It's not as scary as it seems, and is an important skill to have throughout your campaign.



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- 14. Join a New Organization:** This is a good chance to expand your base and grow your posse that will show up for you during your campaign.
- 15. Volunteer:** Help out on a campaign by virtually volunteering. Campaign experience is vital, and it allows you to know what you want and don't want during your campaign
- 16. Talk to Your Friends and Family:** Let your loved ones know why you want to do this, what upcoming family life and campaign life is going to look like, and what is appropriate going forward. You'll need their support.
- 17. Use Twitter**
- 18. Get Political Online:** Make your opinion known. Post a petition and why you care. Educate your network and call people to action.
- 19. Put Together Your Contact List:** You'll be surprised at how many people you actually know!
- 20. Research Voter Registration Numbers in Your District:** Learn the party breakdown of your area to help design your campaign. Use your contact with the party official from #9 to help you get access to your local data.
- 21. Read Your Local Paper Every Day:** If you want to be a community leader, you need to know what is happening in your community. Check out letters to the editor to find out what your community is thinking.
- 22. Email a Reporter:** Thank them for a good article or good coverage. Break their stream of negative feedback to begin building a positive relationship with the media.
- 23. Stop Using Language like "Sorry", "Just", and "Like":** Know what you're saying and own it! Take credit for your power and opinions and stop diminishing them by saying you're "just" anything.
- 24. Tell Your Story to a Contact Over Email, Zoom, or Social Media:** Virtually start a conversation with a friend, a colleague or even a stranger about a life changing moment, a time that you overcame a challenge, or a story about when you made things better for someone or a group of people.
- 25. Make a List of Your Political Heroes:** Whether it be Eddie Bernice Johnson or Lupe Valdez, pick your heroes based on who reflects you!
- 26. Do an Activity that isn't Political:** Balance is important. Being political doesn't mean going non-stop. Take a virtual fitness class, start an art project, or get buried in a Nicholas Sparks novel.
- 27. Join a Virtual Community Resource group:** With the surge of virtual activism groups these days, it shouldn't be hard to find. Virtually connect yourself with your community!
- 28. Go to one Virtual Event outside your sector:** Find out how many groups live outside your universe and begin developing your network. What challenges are they facing?
- 29. Find a Buddy:** You can find like-minded women looking to run or concerned about the same issues as you on our private Facebook Alumni group at www.facebook.com/groups/vrlalums/
- 30. RUN AS YOU ARE!** Your life experience is your qualification to run. You are ready! You got this.



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1. I am qualified to run because I am:

2. Inventory of my base:

3. The first 2 people I will reach out to for virtual coffee for are:

4. I will look for an online course at voterunlead.org on this topic:

5. I want to become an expert on:

6. One person that I want to virtually connect with because they have influence is:

7. I will attend a (fill in the blank) virtual meeting.

8. I will write a letter to the editor and submit it to this newspaper:

9. I will email my local party:

10. I will email a local elected official asking them to vote yes or no on:

11. Two email lists I will sign up for are:

12. The political cause I will donate to is:

13. I will ask the following person to donate money to the following cause:



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14. A new organization I will join will be:

15. I will virtually volunteer for the following group or elected official:

16. The first family member I will talk to about my decision to run will be:

17. I will follow 10 reporters and 10 political figures on twitter:

18. I pledge to get political online:

19. I commit to organizing my contact list this date:

20. I will find out how many voters live in my community district:

21. The local paper I will read every day is:

22. I pledge to email a reporter:

23. The word I will stop using will be:

24. I will virtually tell my story to a contact.

25. Two political heroes I have are:

26. A virtual or social distancing activity that I will do that isn't political is

27. I plan to join a virtual community resource group:

28. I will attend a virtual event outside my usual sector:

29. The friend I will invite to run for office is:

30. I am going to run!