



CANDIDATE

— S C H O O L —

Everyday Heroes Who Lead Differently

The Candidate Campaign Checklist

YOUR PERSONAL GUIDE TO
GETTING STARTED

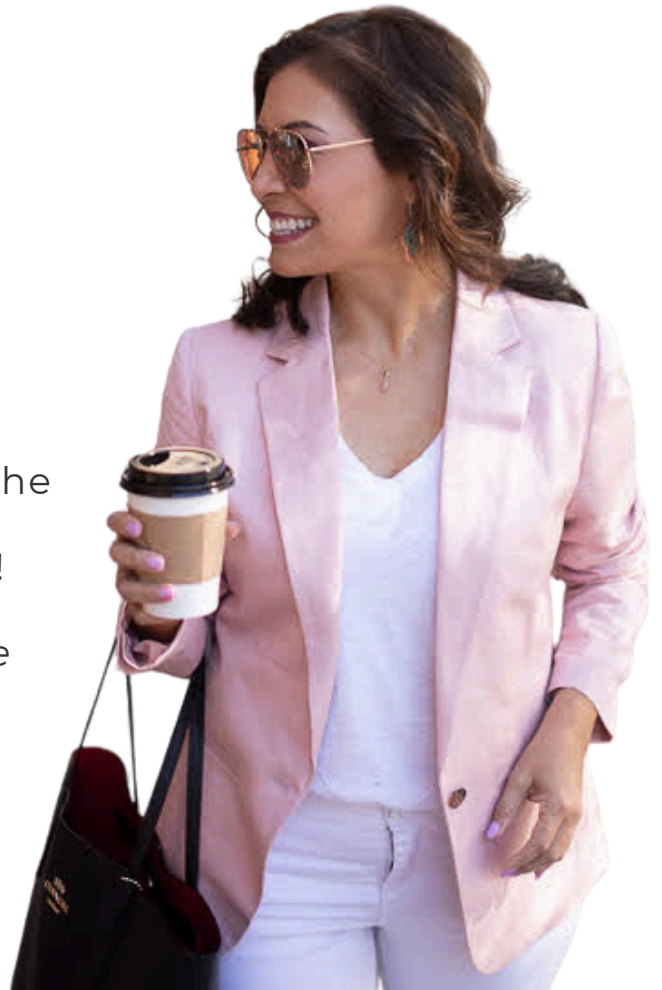
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INTRODUCTION

Welcome!

Get ready to have more clarity,
more connection, and more
impact... coupled with maybe the
hardest work you've ever done!
Use this workbook to *get in the
game.*

Diana



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"MAKE IT OFFICIAL" CHECKLIST

☐ **Determine Eligibility Requirements**

Verify age, residency, and other requirements for the office you are seeking.

Check with your local election office or state election board for specific criteria.

☐ **File the Necessary Paperwork**

Submit a Candidate Filing Form with the election office.

File a Declaration of Candidacy (if required).

Gather and submit nomination signatures if necessary.

Pay any filing fees associated with your candidacy.

☐ **Establish a Campaign Committee & Bank Account**

File a Statement of Organization to create your campaign committee.

Open a separate bank account for campaign funds.

Appoint a campaign treasurer and designate financial oversight roles.

☐ **Understand & Comply with Election Laws**

Research campaign finance laws and contribution limits.

Learn about reporting requirements for donations and expenditures.

Complete any required ethics or financial disclosure statements.

☐ **Confirm Ballot Access**

Verify that all required paperwork has been submitted correctly.

Review deadlines for ballot access and confirm official placement.

☐ **Attend Candidate Orientation (if available)**

Participate in any official candidate briefings or orientation sessions.

Familiarize yourself with local election procedures, debates, and requirements.

PREPARING TO RUN LIST

□ **Assess Your Readiness**

- Define your "WHY" for running and your core campaign message.
- Consider your commitment level, time availability, and personal energy.

□ **Evaluate Financial Preparedness**

- Assess personal financial stability, as campaigning may require time away from work.
- Prepare for fundraising efforts and create a campaign budget.
- Research costs associated with running a campaign (advertising, staff, travel, etc.).

□ **Discuss with Family & Close Circle**

- Talk with family and close friends about the demands of running for office.
- Consider how your personal and family life may be affected.

□ **Build a Support Network**

- Identify key advisors and trusted mentors in politics or community leadership.
- Begin assembling a volunteer team to assist with campaign efforts.
- Strengthen relationships with local community leaders and organizations.

□ **Audit Your Personal & Professional History**

- Review your social media presence and remove any problematic content.
- Prepare to address any past controversies, legal matters, or challenges.
- Gather testimonials and endorsements that support your candidacy.

PREPARING TO RUN LIST

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□ **Prepare for Public Scrutiny & Media Attention**

- Develop a consistent personal brand and message.
- Practice handling tough questions and public speaking engagements.
- Consider hiring a media or PR consultant for guidance.

□ **Plan Your First Steps**

- Draft your campaign strategy and timeline.
- Prepare an announcement speech and plan your campaign launch.
- Outline key policy positions and identify priority issues.

Notes:

MINDSET

Personal Preparation

We start with mindset, because without the proper mindset even the most qualified candidate cannot win. I've struggled throughout my career with self-doubt and feelings of being crushed under the expectations of others. I had to find ways to manage these very natural thoughts and so I studied as many mindset theories as could get my hands on. In the end, staying the course mentally is what delivered my campaign win.

Cultivating a Winning Mindset Every Day

What speaks to you when it comes to practicing healthy thoughts? Chances are you already practice some kind of mindset management, even if it's not a formal theory.

My challenge to you is to identify the tools you already have in place and decide if adding a new mindset practice will strengthen your ability to face the road ahead and remain focused and positive.



What is the most powerful phrase or mantra you could say to yourself as you start your day during the campaign? **Write it here:**

GATHER SUPPORT

Build a Trusted Inner Circle: Identify a small group of people you trust to provide honest feedback, encouragement, and advice. This might include campaign staff, mentors, or close friends and family.

Surrounding Yourself with a Supportive Team: A supportive team not only helps with the workload but also provides emotional support, encouragement, and accountability, which are crucial during the highs and lows of a campaign. My biggest supporter and best resource was my best friend, she was an absolute powerhouse and I know I could never have accomplished all that I did without her by my side. Who is that for you on a personal level? Who is that for you on a professional level?

Delegate Effectively: Don't try to do everything yourself. Delegate tasks to your team members based on their strengths, and trust them to execute.

Celebrate Small Wins: Regularly acknowledge and celebrate the small victories along the way, both individually and as a team. This boosts morale and keeps everyone motivated.

Communicate Openly: Maintain open and transparent communication with your supporters. Regular check-ins help address concerns, share progress, and keep everyone aligned with the campaign's goals. Schedule regular meetings where everyone can share their thoughts and experiences. This fosters a sense of community and collaboration.



GATHER SUPPORT

Coaching:

1. Who are you asking to be on your team? List personal friends, business associates, and potential organizations to partner with.
2. Make a note next to each with a plan of how and when you will approach each party with your formal request for support.

GET VISIBLE

Your personal brand is your political identity. It's how voters connect with you. Today, we'll dive into creating a brand that reflects your values and resonates with your constituents.

Your authenticity will draw voters in—never underestimate the power of your unique story.

Your personal brand is the heart of your political identity. It's how voters see, understand, and connect with you. A strong, authentic brand can distinguish you from other candidates and create a deep, lasting connection with your constituents. Your brand should reflect your values and resonate with the people you aim to serve. Remember, your unique story is your greatest asset—never underestimate its power.



INTERNET AUDIT

The internet is telling the world who you are. Whether we like it or not the internet tells a kind of story about us with the things people can and cannot find. Do the following searches and observe the results, don't get too wrapped up in this, just be aware of what's out there.



01 For these searches use Google, you can repeat them later using other search engine if you like. First search, your name in Google images, jot down notes about what you find.

02 Now, do a name search with all the variations of your name to see what might come up, even from your youth, before the internet!

03 For the next search take a peek at the people finder listings to see what kind of information they have listed for you, and who they associate with you. You're campaign will do these things, but you need eyes on so you can craft your narrative.



NOTES

YOUR PATH TO PUBLIC OFFICE STARTS HERE!

You've taken the first step by preparing to run for office—now it's time to get the winning strategy you need to succeed.

Most first-time candidates struggle with where to start, how to build support, and what it really takes to win. Candidate School is designed to eliminate the guesswork and give you a clear, **step-by-step plan to launch your campaign with confidence.**

Do any of these statements apply to you?

"I'm Thinking About Running"

"I've Decided to Run"

"I'm Newly Elected"

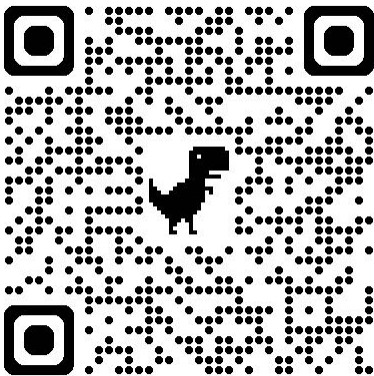
"I Want to Become a Stronger Leader"

"I Want to Make a Bigger Difference"

Leadership isn't one moment. It's a journey—and every leader enters that journey from a different place.

Register today and take the first step toward making a real impact!

Enroll Today



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