



the institute

for Economic Empowerment of Women

Grassroots Efforts



Developing a Campaign

“All politics is local.”

— Tip, O’Neil, Former U.S. Speaker of the House

STEP 4: STAY ON THEIR RADAR SCREEN VOLUNTEERING FOR A CAMPAIGN

- Attend local political party meetings
- Post candidate yard signs and bumper stickers
- Hand out candidate campaign material
- Volunteer as a resource for candidate
- Distribute materials and help with mailings
- Participate in campaign events
- Conduct door-to-door canvassing
- Host a gathering to meet candidate
- Serve on a candidate's campaign committee
- Organize "Small Businesses for Candidate X"
- Participate in GOTV phone banks
- Provide GOTV transportation to polls
- Volunteer to be a poll watcher or precinct chair



STEP 4: STAY ON THEIR RADAR SCREEN CAMPAIGN EXPENDITURES



2006 election expenditures totaled **\$2.8 billion** nationwide, which represents a 27% increase in spending over 2002.

- *The Center for Responsive Politics*

STEP 4: STAY ON THEIR RADAR SCREEN CAMPAIGN CONTRIBUTIONS



- Know federal and state contribution laws and contribution limits for individuals and businesses
- Plan on \$250 or more, depending on the race
- Hand-deliver your contribution
- Recognize that political campaigns occur in stages

STEP 4: STAY ON THEIR RADAR SCREEN FUNDRAISING



- Understand legal limits
- Develop a prospect list
- Know why you support the candidate
- Contact prospects and ask for a contribution to the campaign
- Ask for a little more than you expect
- Host a fundraising gathering or “home party”
- Let campaign know how much you raise
- Take a role on the finance committee

STEP 5: WRITE AND READ THE OP EDS CONTROL YOUR BUSINESS

- All elected leaders and business executives are tuned into the editorial section and read them daily
- This tells you what's going on in your community

STEP 6: TESTIFYING AT A LEGISLATIVE COMMITTEE HEARING

- Keep your oral testimony short and do not simply read
- Be prepared for questions
- Seek eye contact
- Avoid repeating previous witnesses
- No media present?
- What to do at the Capitol
- Follow up