

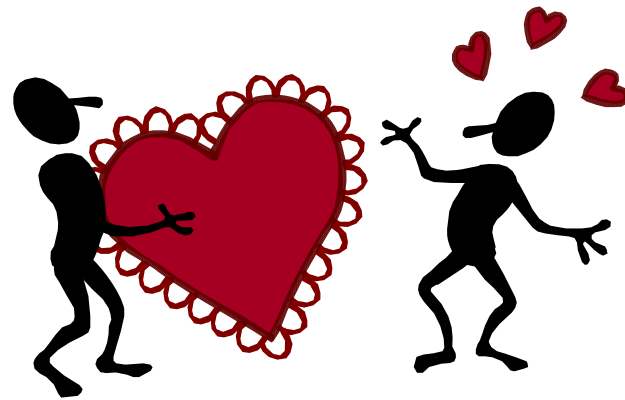
If You Are Here Today . . .

You are a person who
cares about
the environment.



You Care About the Environment Because . . .

You care
about the
PEOPLE who
must live in it!



Also . . .

You have
valuable
knowledge
about
important
issues



And . . .

You often find yourself
thinking . . .

“ there must be
SOMEONE

in this town willing to
challenge the powers
that be!”



**Well,
Let's face it –**

**That SOMEONE
Is
YOU!**



YOU would make the perfect candidate!

Making the
decision to run
will be the
hardest part of
your campaign



Once You DO Decide to take the Leap

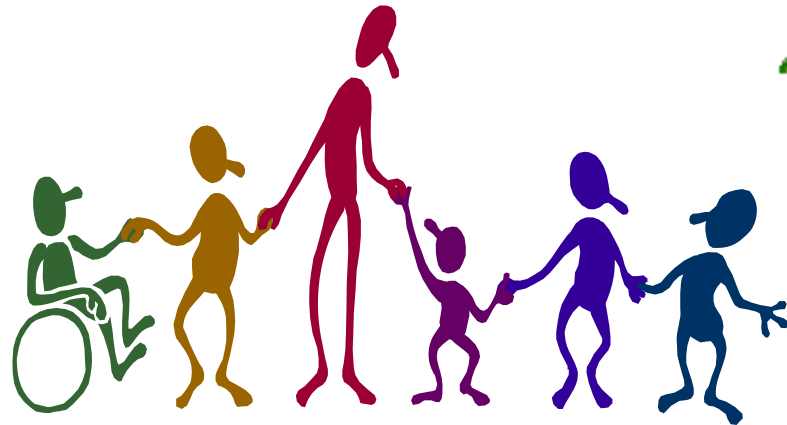
Your run along the
campaign trail
will be filled
with new
and
exciting
adventures!



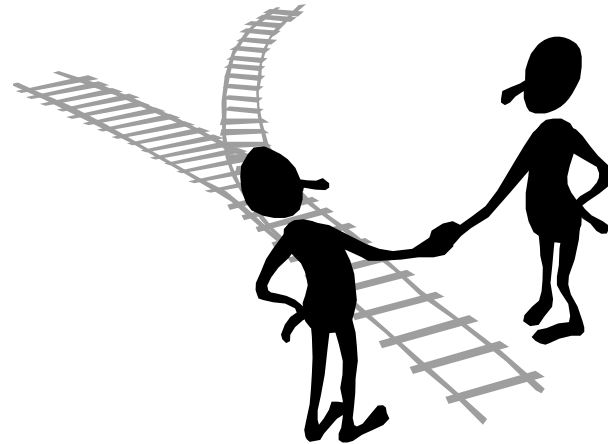
What's the Cost?

A Local Campaign
can be won with
very little monetary
expense.

However, it will
require lots of
your time
and lots of help from
friends and family.



A few simple
tips
can help you
get started on
the right
track.



First Things First

Create a timeline for yourself

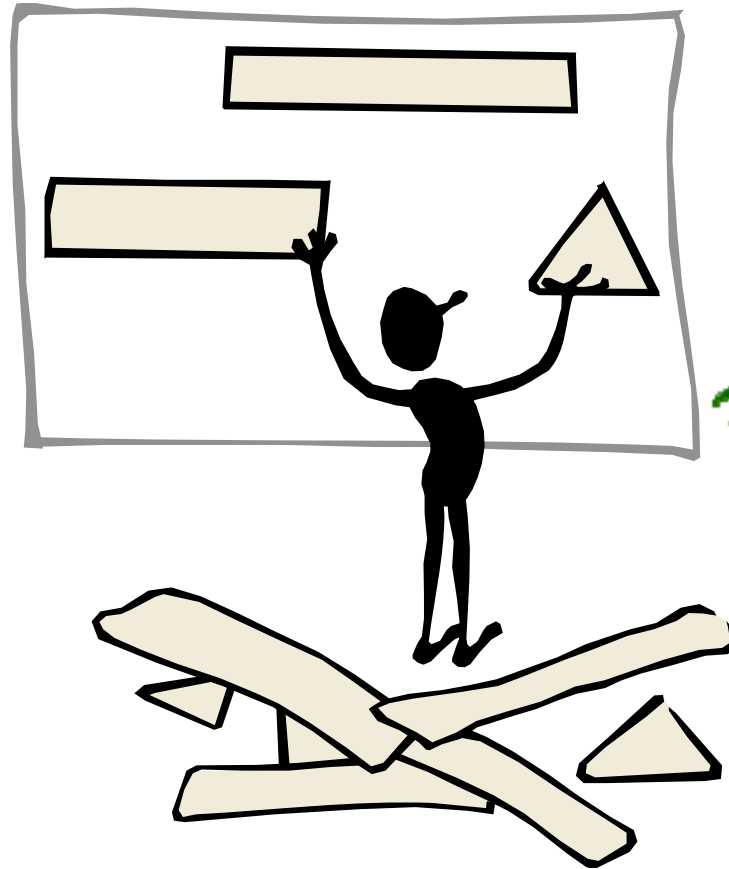
- * What election will you shoot for?
- * How much time do you have?

Keep your expectations reasonable

- * Give yourself at least one year to prepare and establish yourself locally

Choose an issue or two to focus your campaign on

- * Environmental issues?
- * Development issues?
- * Taxes?
- * Education?



Develop Name Recognition

- ★ Start early
- ★ Attend appropriate local meetings faithfully
- ★ Testify often during public portions and at public hearings
- ★ Write letters to the editor often
- ★ Attend community functions and events



4 Major Areas

- 1) Networking – establish your allies
- 2) Recruit Volunteers – friends and family first!
- 3) Develop your campaign strategy
- 4) Acquire the necessary materials that you will need



Network

- ★ Reach out to other appropriate community groups/Political Parties
- ★ Attend a few of their meetings and find common ground where you can help them and they can help you
- ★ Ask for their support during the election



Recruit Volunteers

- ★ **Enlist friends and family as your “core group”**
- ★ **Formally or informally, assign positions such as:**
 - Campaign Manager
 - Fundraising Director
 - Volunteer Coordinator
 - Promotional Materials Director



Develop Your Campaign Strategy

- ★ Gather all necessary signatures/documents/forms/voter lists
- ★ Create your promotional materials:
 - Bio
 - Flyer/brochure
 - Issue-specific handouts
- ★ Mailings
- ★ Literature Drops
- ★ Lawn Signs
- ★ **DOORKNOCKING**



Door Knocking and More Door Knocking

- ★ Door to Door campaigning accomplishes several goals with minimum cost.
- ★ It is the single most effective use of your time and effort.
- ★ Start early and reserve time every week, preferably every day to accomplish door knocking in your town.
- ★ As a challenger, the more door knocking you accomplish, the more you improve your chances of winning!



Door Knocking Will:

- ★ Build name recognition
- ★ Build credibility
- ★ Identify strong supporters and build your volunteer base
- ★ Give you first-hand knowledge of little-known issues and concerns of importance to neighbors
- ★ Identify sites for lawn signs
- ★ Strengthen your confidence and conviction
- ★ Encourage better voter turnout on election day



Do I have to Door Knock ?

YES!

Starting early and giving yourself time to door knock your entire ward or town, house by house, street by street, neighborhood by neighborhood will, without doubt, be the **BEST** strategy tool you can use.



But I'm Scared!

Do It Anyway!

After 3 to 4 sessions, you will no longer be afraid. You will get stronger, feel great and look forward to the support you get from most of your fellow residents.



Essential Door Knocking Tips

- ★ Never door knock alone. Bring a teammate
- ★ Wear visible Identification
- ★ Bring the voter “street lists”

As a candidate, you are entitled to these lists. They usually can be obtained at city hall in the registrars office

Also, be sure to bring:

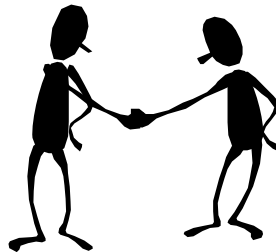
- ✓ **a pen**
- ✓ **your bio/literature**
- ✓ **plastic door-hanging bags (very inexpensive)**
- ✓ **Voter registration cards (also found at the registrars office)**
- ✓ **Water**
- ✓ **An umbrella, just in case**



Smile!

Greet your Neighbor and then introduce yourself, always offering your hand for a firm handshake.

“Good morning, Mrs. Jones, I’m Joe Smith and I’m running for selectman. I’m hoping for your support in November.”



Be Prepared for Anything!

Keep Control

Engage in a very short conversation, offer your literature and encourage her to vote in November.

Answer questions, but try not to debate. Call or write a letter later.

As you converse, your teammate makes notes on the street list:

N for a definite NO

? For Not Sure

Y for Support

The Golden Rule of Door to Door

*Never stay more than 3 minutes
at one Door
No Matter What*



**If no one is home, leave a short, hand-written note
on your flyer/brochure,
in a plastic door-hanger, if possible**

Remember. . .

60 minutes divided by 3 minutes @ each door = 20 people per hour

60 minutes divided by 1 minute @ each door = 60 people per hour

The average time spent door knocking each day should be

1 to 3 hours =

20 to 120 per day!

Plan your time accordingly

What Else Will You Need?

- * Biography/picture
- * General Flyer or Brochure/picture
- * Small lawn signs
- * Large, wooden lawn signs
- * Business card/magnets/novelty item



HAVE FUN!

- ★ Expect Opposition
- ★ Expect Criticism
- ★ Expect to get Tired
- ★ Expect to make new friends
- ★ Expect Excitement
- ★ Expect to WIN!

