Running for Office: Decision-Making and Fundraising

2022 APMA State Advoacy Forum

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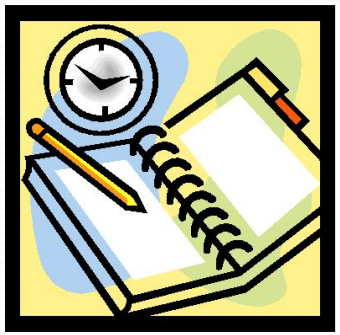
Advancing foot and ankle medicine and surgery

The Big Questions

- Why Do You Want to Run?
- Who Should You Talk With and What About?

Before You Run: Things to Do

- KNOW YOURSELF
- Personal skeletons that may come up
- Personal stamina
- Making time for yourself and family
- Keeping a schedule



Before You Run: Things to Do

- Developing a Base of Support Prior to Running
- Political Party Activities
- Other People's Campaigns
  - Attending BBQ, Fundraisers, Parades
- Getting Involved in Volunteer Organizations and Boards
  - Community Board/Activism
  - Community Events
  - Recreation, Red Cross, United Way
  - Public (State) Board Appointments

Developing a Bio and Message

- Tell us why you are running in five sentences
- What are your qualifications
- Interesting tidbits of your past history – projects, etc
- Can make anything sound great – without boasting
- You are selling a product – think of all of your great attributes
- Brand Management

Attending Events

- No event is too small or too large
- Need to circulate around the room – networking is key
- “Ambassador” at an event to make introductions
- Need to find out about events – staff member/volunteer to keep track
- Ask prior candidates for where you should go
- Go to everything you possibly can
- Multiple events in one evening
- Power of Recognition

Fundraising: Who to Ask: Strategizing

- Examine your life story – creating a timeline
- Coming up with categories of individuals
- Parts of your life story that are appealing to those groups
- Finding people that do not want to say “no”
- People that will say “no” – might surprise you

Fundraising: Who to Ask?

- Family
- Friends
- Political Party – Leaders
- Business Owners
- People You've Met At Events/Through Organizations
- Coworkers
- People through your "Ambassadors"
- PACs/Unions

Questions?