



Resources on Running for Office: Local, State, or Federal

***NEW* North Carolina Democratic Party Municipal Candidate Training**

Join the North Carolina Democratic Party's virtual [Municipal Candidate Training Sessions](#) for registered Democrats running for municipal office. The trainings cover everything you need to know about how to run a successful municipal campaign. *The sessions are 100% virtual; Zoom information will be provided after RSVP.

Running for Local Office

- [Advancing Municipal Leaders Education Program](#) (North Carolina League of Municipalities, On-Demand Catalog)
- [Candidate Filing Brunswick County](#) (BC Board of Elections)
- [How to Run for Local Office](#) (Kiplinger article)
- [Municipals Matter](#) (NCDP Building Blue YouTube video training)
- [Municipal Training Building Blue](#) (NCDP pdf)

Running for Office - General

- [How to Run for Office](#) (Nationbuilder video courses)
- [Campaigns 101](#) (Arena pdf)
- [Best Practices Victory Vault](#) (Democratic National Committee)
- [Women Running for Office Starter Kit](#) (She Should Run nonprofit)
- [Campaign Kickstarter](#) (Arena pdf guide)
- [Campaign Plan Template](#) (Arena pdf)
- [Campaign Shutdown](#) (Arena pdf guide)

Recruiting Volunteers

- [Recruiting and Managing Political Campaign Volunteers](#) (National Democratic Training Committee - NDTC - video course)

Campaign Messaging

- [How to Write a Stump Speech](#) (NDTC video course)
- [Political Campaign Messaging Basics](#) (NDCT course)
- [Develop Your Message](#) (Arena video and pdf guide)
- [Crafting Your Elevator Pitch](#) (Arena pdf guide)

Fund Raising

- [Digital Fundraising](#) (NCDP ActBlue YouTube video)
- [Introduction to Fundraising](#) (NDTC video course)
- [Throwing a Fundraising Event](#) (NDTC video course)
- [Writing Your Fundraising Plan](#) (NDTC video course)
- [Campaign Budget](#) (Arena worksheets)
- [Digital Fundraising](#) (Arena pdf guides and worksheet)

Contacting Voters

- [Field Tactics](#) (NDTC video course)
- [Running a Field Persuasion Program](#) (NDTC course)
- [Writing Voter Contact Scripts](#) (NDTC video course)

Digital Media

- [Building a Campaign Website](#) (NDTC course)
- [Planning Your Political Campaign Digital Strategy](#) (NDTC video course)
- [Using Social Media Platforms](#) (NDTC video course)

Email

- [How to Utilize MailChimp for Email Campaigns](#) (NCDP Building Blue YouTube video)
- [Understanding Political Campaign Email Strategy](#) (NDTC video course)

Data

- [Calculating Your Vote Goal](#) (NDTC video course)
- [Votebuilder 101](#) (NC Democrats pdf)
- [Votebuilder for Phonebanking](#) (NCDP YouTube training)
- [Data-Driven Strategy](#) (Arena pdf guide)

Get Out the Vote (GOTV)

- [GOTV](#) (NDTC video course)
- [Creating Your GOTV Plan](#) (Arena video and pdf guide)
- [GOTV Mail Program](#) (Arena pdf guide)

“Can Democratic Candidates Succeed in Rural America?”

[Rural Urban Bridge Initiative](#)

[Part 1: A Review of Strategies and Practices That Work](#)

Interviews of 50 rural candidates suggest they perform significantly better when they:

- ★ listen first, talk less
- ★ are locally rooted with a strong history in and understanding of the district
- ★ truly respect people across ideology and party
- ★ are mission-driven, not ego-driven
- ★ prioritize local needs and issues
- ★ are candid and plain spoken about their beliefs, even on contentious issues
- ★ present themselves as non-dogmatic problem solvers
- ★ run campaigns where community activity and personal contact is central

[Part 2: Supplemental Research Compendium](#)

Takeaways all Democrats can work with:

- ★ Small businesses and family farmers are highly respected
- ★ Pride of place and the desire to protect it
- ★ Freedom is highest value and can be reclaimed from GOP
- ★ Hard work is a virtue, good for the individual, the family and the community
- ★ Helping each other is a community norm, with a strong preference for local, community-based solutions
- ★ Trump and the MAGA faction widely seen as too extreme
- ★ Low cable news viewership (means people's minds are open to new ideas)
- ★ Desire to be respected and have practical, hands-on knowledge honored
- ★ Preference for narratives that honor working people as engines of the economy
- ★ Voters of color are not a monolithic and automatically loyal voting bloc
- ★ Widespread disgust with toxic partisanship—be the candidate who inspires, not the one who demobilizes voters with cynical attacks
- ★ Deep canvassing beats all other voter persuasion tactics

Surprising Opportunities

- ★ Less than half of rural residents watch Fox News! Try reaching low-trust, low-information and low-propensity young voters on Reddit, Discord, Twitch and YouTube
- ★ Boosted Facebook news content to a targeted demographic is cheap and effective
- ★ Neutral, non-partisan mailers on where candidates stand on the issues are effective
- ★ Local newspapers need content
- ★ Zero-budget homemade video endorsements are effective

- ★ Honoring people's hard work goes a long way
 - ★ Showing empathy for people's hardships goes a long way
 - ★ Moderately conservative language can be used to sell liberal-left policies
 - ★ Anti-establishment populists have an edge over political insiders
 - ★ Rural public opinion skews progressive on a number of important issues, including extending the child care tax credit, equal pay and public internet
 - ★ There are several easily avoidable unforced errors Democrats often make, such as condescension and a rhetorical style that is more technocratic than empathetic
 - ★ Some progressive messaging gurus make their content freely available to campaigns, including breakthroughs on how to communicate around culture war issues
 - ★ Simply showing up and listening in small towns (and not just at election time) builds trust and demonstrates caring
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Books on Running for Political Office

The Art of the Political Campaign: How to Run for Elected Office with No Money, Name Recognition or Political Connections, Brian Duewel

Campaign Boot Camp 2.0: Basic Training for Candidates, Staffers, Volunteers, and Nonprofits, Christine Pelosi

How to Get Elected to State and Local Office: A Beginner's Guide, Timothy Hickman and Catherine Hickman

How to Run for Local Office, Robert Thomas and Barb Gunia

How to Run For a Political Office and Win: Everything You Need to Know to Get Elected, Melanie Williamson

Represent: The Woman's Guide to Running for Office and Changing the World, June Diane Raphael and Kate Black

Run Jane Run...We Need You in Office!: Why Women Are a Natural fit for Politics and How to Get More of Them Elected, Maria Rodriguez and Liz Samuel Richards

Run: Your Personal Guide to Winning Public Office, Marian Walsh

Running, Winning, Serving: The Candidate's Guide to Local Elections, Craig W. Turner