

Session: So You're Thinking About Running for Office – Campaign 101

Presenter: Kristin Olmi

Ms. Olmi, of the Youngstown LWV, has managed and worked with several campaigns, and her session focused on how to prepare a campaign for political office, concentrating mostly on state and local races. She highlighted several necessary strategies:

- the importance of visibility and ground game through canvassing and events/rallies
- the necessity of creating a comprehensive end to beginning timeline for the campaign
- tantamount to a good campaign's success, creating an effective leadership structure and setting budget goals by creating three campaign budgets: dream, realistic, and shoestring.

A candidate should use publicly available information from the websites of the FEC, Secretary of State, and the county Election Boards to build their own database. Most candidates enter campaigns believing they can “do better than the person currently in office;” however, as they round into election day, candidates should prepare both a victory and a concession speech!

Also, candidates should know, leftover campaign funds can be donated to a 501(c)3.