



## Dare to Run Semester 1: Running for Office in New York State

### **Foundations of Your Campaign**

**Weeks 1-4**

Sessions 1-4 will help you determine why you want to run for office. Is something happening in your home or community that you're concerned about? Have you always wanted to be a part of the decision-making process? Have you had a longstanding interest in politics? During these sessions students will learn about the structure of a successful campaign and how to adequately use those resources to develop a campaign.

### **Branding & Messaging**

**Week 5**

Messaging, online presence including content, printed materials, and events should complement the overall candidate's brand identity. A logo which becomes an identifying factor for person's political campaign will be discussed. In addition, we will talk about developing an adequate campaign that resonates with people in the community and using social media platforms to get this method out.

### **Digital Advertising and Technology in Campaigns**

**Week 6**

Whether you're in a national or in a municipal runoff, social media for political campaigns can effectively mobilize your audience. It takes the right strategy to make the most of your outreach and to avoid common mistakes. In this course, we will briefly discuss digital advertising, go over the various types of social media platforms you can utilize for your campaign, and email marketing, as well as tips and best practices. From contacting supporters over the internet to analyzing voter behavior for targeted canvassing, digital technology tools are making campaigns smarter than ever and this course will provide you with the foundations needed on new and emerging tech, that will allow you to accomplish tasks associated with running for office.

### **Traditional Media**

**Week 7**

While new media/social media should be a part of a political campaign, traditional media as defined as television, newspaper/magazine publications, radio and mailings are still important to reach target audiences and at the very least supplement your new media efforts.

### **Public Speaking**

**Week 8**

A candidate needs to convey who they are, what they stand for, why they are running and their differentiating characteristics from their political opponent. In this course we will learn how to develop an elevator pitch along the campaign trail and use that in public speaking events, press conferences, rallies and other campaign related events.

### **Field Operations & Opposition Research**

**Week 9**

Whether you're in a 1:1 conversation with a voter or speaking to a small group, grassroots campaigning is the core to any political campaign. People like to build relationships, voters like to talk to candidates and feel as if they're not being sold, that's why we have designed this course to provide you with the nuts and bolts of constructing a strong GOTV strategy and

implementing an effective field operation plan. Political campaigns are mostly defined according to the opponent. The observation of opponents is a key instrument of political strategy. This course is designed to provide the candidate with research methods to collect information on a political opponent or other adversary that can be used to discredit or otherwise weaken the candidate.

### **Voter Acquisition**

**Week 10**

Passion, commitment, and a clear vision is everything you need to win over a voter. In this class, you will be able to take what you already have and use it to engage your future constituents. You will learn how to partner with organizations with common goals, reach out directly through virtual and direct mailing platforms in order to get them to vote for you!

### **Planning and Budgeting a Political Campaign**

**Week 11**

As a campaign manager, the number one job is to help get your candidate elected. One of the biggest responsibilities is managing the campaigns limited resources, and it is often the most challenging. This course will walk you through assessing how much you need to raise, how to plan with the resources you already have, and how to track what you take in. Most importantly, learn how to say no to anything that is not mission critical.

### **Fundraising and Political PACS**

**Week 12**

Choosing a competent campaign finance team is one of the critical components to get elected. In conjunction with a finance team, your campaign manager must develop a finance plan that will carry you through the political process to victory. Candidates must develop a circle of donors and supporters that will provide the funding necessary for the campaign. Finally, developing a diverse and inclusive fundraising plan is an essential part of any political campaign and must be developed accordingly.

### **Fundamentals of Grassroots Organizing**

**Week 13**

The module will be based around case studies of candidate nomination and GOTV operations, with examples of models to consider from other types of campaign (referendum, policy reform, etc.). Activities will include characterizing each participant's "grass" and "roots", discussing challenges and opportunities for organizing in different types of constituency, and exploring lessons learned from participants' experiences of "being organized"

### **Public Policy and Advocacy 101**

**Week 14**

The module will introduce participants to real, current policy issues in New York City and State that may become relevant to their own campaigns and illustrate skill-building instruction with different candidates' and elected officials' approaches to them. Sessions will include some separate group work for participants considering campaigns driven primarily by a specific policy issue.

### **Why Women Can Make a Difference**

**Week 15**

This module will go beyond examples of successful women in elected office to unpack the social, cultural and economic barriers to gender justice in public life, and the challenges and opportunities for women in the current political landscape. While we envisage that these concepts will underpin the full Dare to Run curriculum, this dedicated session will provide an opportunity for participants to contextualize their experiences, concerns and expectations, develop messaging on the topic, and address any relevant questions remaining or arising following the prior training. Elements of the session will encourage participants to consider the issues as advocates for their female candidate peers, to mitigate the effect of any individual self-doubt, but the ultimate objective of this module is to conclude the first semester by reinforcing participants' confidence and clarity in their identity and potential as a candidate, and connection to strong traditions and possibilities as women politicians.