



# How to get Elected: A Campaign Checklist

**PARENT CONFERENCE  
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**Margaret Kelley [margaret.kelley@gmail.com](mailto:margaret.kelley@gmail.com)**

**Naila Rosario; [nailarosario@gmail.com](mailto:nailarosario@gmail.com)**



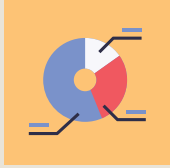
# WINNING CAMPAIGNS FOCUS ON:

- **FRIEND TO FRIEND**
- **NEIGHBOR TO NEIGHBOR**
- **DOOR TO DOOR**

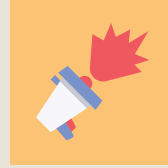
If you've ever thought about running for office  
— your PTA, CEC, PEP, the state legislature,  
even Congress, this guide is for you.



# What do I need to run for office?

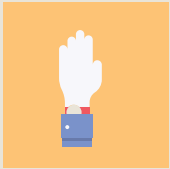


**You don't have to know everything before you run. And you don't need to be rich.** You just have to care enough to run

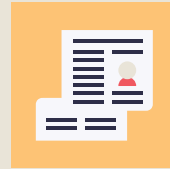


**Figure out your win number/your vote goal.**

You're running to win, but that doesn't mean you don't need to get *everyone* to vote for you. You just need more votes than your competitor. How many votes is that?



**Ask a lot of questions.** to people who have run before, What was their day-to-day like? How big was their team? How much money did they raise? What did they do to campaign? Is the election a partisan race? Be a sponge.



**Build your own campaign staff** Your team should be a mix of people who know you well. Every race is different, but you'll want to find someone to manage money, a communications director and a volunteer coordinator.



# Campaigns, even in this modern era, are won in person.

- ❖ **From door-knocking to big gatherings, a five-minute conversation goes a long way.** When people see your name on the ballot — you want them to know who you are and what you stand for. Your campaign should keep track of every interaction with someone who might be interested in helping you or voting for you.
- ❖ **In larger districts, you won't be able to meet everyone. So, focus on the people who are most likely to support you.** Go to your local elections office and request targeted info. It might cost money, but you should be able to get the party registration and addresses of registered voters in your district so you know where to campaign most efficiently.
- ❖ **Get out the vote before the election** Whether it's in person on election day, or early, or by mail. The important thing is that you don't assume everyone you talked to is going to get out and vote for you — you have to ask them to.



# Consider answering the following questions:

- ❑ **Why are you running?**
- ❑ **What is your message?\_What do you want to accomplish?**
- ❑ **Why should voters choose you?**
- ❑ **Have you been active in your community—serving on a community board, as a district leader, PTA President, CEC member, working in other campaigns or for political and community groups?**
- ❑ **Do you have the skills that can help your community?**

**REMEMBER: It's about the voter not you!**

**Political campaigns should be about delivering results for your community.**



# The foundations of your campaign: First steps for launching your campaign

1

**Viability: Can you win?** Potential endorsers and political clubs will want to know this information.)

2

**Get a thorough understanding of your district** --talk to people and find out what their issues are.

3

**Listen more than you talk.** It is not about the candidate; it is about the voter. This is an essential campaign tip: Political campaigns are a means to get your message out, they are not the message itself.



# Fundraising isn't scary!



- In a lot of cases, fundraising is the difference between a winning and a losing campaign. Be sure and think through your expenses — from a website domain to a campaign office to stamps — and set a goal for how much you need to raise. **THEN ASK!**
- In general, people won't just offer you money, you're going to have to be the one to make the ask. But remember, *you're not asking for money for yourself, you're asking for money to support change that you and the donor believe in*. People often feel more connected to your campaign and motivated to help if they have a financial stake, even a small one.
- Before you get started, remember to look up campaign finance laws (see **Resources Section** ). How much can you raise? What are matching funds? How much can an individual donate?
- Build a budget and make a plan to raise the funds you'll need to get you through Election Day. Have a definite amount you will need to raise to win your election.

# How much money do I need to Raise?

The Campaign Finance Handbook is a user manual for candidates running for city office. The Handbook is a plain-language compliance guide,

## City Council

- Spending limit is \$168,000. But you only have to raise \$25,000 in small money contributions following the campaign Finance Board strict guidelines, and then you can get over \$90,000 in matching funds.
- The city's public financing program will match, in a ratio of eight to one, donations of up to \$250 given by a city resident to a candidate.
- If a person gives a candidate \$100, the city matches that amount with \$800, for a total of \$900.

## Statewide Office:

- Receive a 6-to-1 match for every in-state contribution between \$5 and \$250. For example, a qualifying \$5 contribution would give a candidate \$30 in matching funds.
- In order to qualify, **candidates for governor** must raise \$500,000 from 5,000 New York donors.
- **Candidates for comptroller and attorney general must raise** \$100,000 from 1,000 in-state donors.
- **Candidates for State Senate** must raise \$12,000 from 150 in-district donors and **Assembly candidates** have to take in \$6,000 from 75 in-district donors.





# The Voters

- **Create a plan to plan to reach and persuade prospective voters.** Familiarize yourself with the best ways to target, communicate, and build relationships with your supporters.
- **The main tool for targeting is the voter file** A voter file contains: the person's name, address, any history of elections the voter participated in. It could also contain a voter's age, phone number, email address, political party preference, previous donations other consumer data.
- **A voter file helps your campaign connect with a larger portion of the electorate,** and as you go DOOR TO DOOR you can record how they are going to vote in a database. Use the database to plan direct mail and your Get Out the Vote (GOTV) operation.



# WAYS TO GET INVOLVED AND MAKE CHANGE

## SCHOOL LEVEL

- Parent Association (or PTA)
- School Leadership Team
- Title 1 Parent Advisory Council

## DISTRICT LEVEL

- Community Education Council (CECs)
- District Leadership Teams
- Borough High School President's Councils
- District President's Councils
- District Title 1 Parent Advisory Council

## CITYWIDE LEVEL

- Panel for Educational Policy (PEP)
- Chancellor's Parent Advisory Council (CPAC)
- Citywide Council on English Language Learners (CCELL)
- Citywide district 75 Council



# RESOURCES

- Run for New York City Public Office | City of New York  
<https://www1.nyc.gov/nyc-resources/service/2379/run-for-new-york-city-public-office>
- Campaign Bootcamp  
<https://campaignbootcamp.org/resources/grow-your-campaign/index.html>
- New York State Board of Elections—<https://www.elections.ny.gov/runningoffice.html>
- New York City Campaign Finance Board  
<https://www.nyccfb.info/program/how-it-works/>
- How to Run for Office  
[https://nationbuilder.com/course\\_how\\_to\\_run\\_for\\_office?recruiter\\_id=969659](https://nationbuilder.com/course_how_to_run_for_office?recruiter_id=969659)
- Run to Win: a national recruitment and training campaign that helps Democratic pro-choice women around the country run for office—and WIN.  
<https://emilyslist.org/run-to-win/>

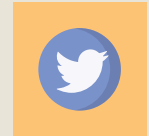
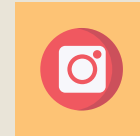
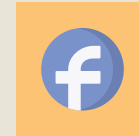




# THANKS!

Do you have any questions?

[info@nyckidspac.org](mailto:info@nyckidspac.org)  
[nyckidspac.org](http://nyckidspac.org)



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