**Campaign FAQ**

**1. How do I build a campaign team?**

* Start with people who already believe in you — family, friends or colleagues.
* Find folks who can commit real time; don’t worry about titles right away.
* Look for at least one person who can help organize logistics so you can focus on talking to voters.

**2. What is the most important thing to do each week as a candidate?**

* Talk to voters regularly in person, online or by phone.
* Stay visible in your community: show up, speak up and be seen.
* Check in with your team regularly and adjust your plans as needed.
* Keep track of who is supporting you and follow up with them later.
* Protect time for rest and preparation.

**3. How do I talk about issues without sounding partisan or too vague?**

* Pick 2–3 local issues you genuinely care about.
* Use real examples from your own life or community.
* Focus on solutions so voters want to know what you will do if elected.
* Practice a 15-second version of your message for quick conversations.
* Repeat your core message often; repetition builds recognition and trust.

**4. What do I need to set up before I launch publicly?**

* A basic team (even a few people who can commit some time).
* A campaign email, social handles and a simple website (or landing page).
* A clear message: why you’re running and what you’ll focus on.
* A place to track your contacts and supporters (even a spreadsheet).
* A plan to talk to voters in the first two weeks.

**5. What should I do about fundraising?**

* Start by asking people who know and trust you.
* Be clear about what their donation is for (signs, flyers, ads).
* Make it easy to give.
* If financial donations are not possible, consider asking if supporters will give time or spread the word.

**6. What is the best way to talk to voters?**

* Knock on doors whenever you can — this is still the most effective way.
* Go to events and gatherings.
* Use short, friendly scripts when you or your volunteers canvass.
* Listen more than you talk — voters remember how you made them feel.
* Follow up with voters who seem interested or undecided.

**7. Do I need social media?**

* Even a basic presence on Facebook or Instagram helps.
* Use social media to share your story, show you are active in the community and reinforce your message.
* Keep it simple: photos, short videos and clear text work best.
* Be authentic.

**8. How do I manage everything without getting overwhelmed?**

* Focus on meeting voters and sharing your story.
* Delegate admin, social posts and scheduling to others if you can.
* Block time in your calendar for canvassing, to prepare and for breaks.
* Keep your to-do list realistic.
* Celebrate small wins with your team to stay motivated.

**9. How do I keep track of supporters and volunteers?**

* Keep a simple spreadsheet with names, contact information and notes.
* Track whether they are a supporter, undecided or want to help.
* Update it regularly (after every canvass, event or conversation).

**10. What should my campaign materials include?**

* Your name, the position you are running for and a clear tagline or message.
* A photo (relatable and recent).
* A simple call to action — vote, visit your website, follow you, donate, etc.
* Keep it visual — less text, more clarity.
* Use the same colors, fonts and logo across everything to build recognition.

**11. What is one thing that makes a difference on election day?**

* A strong plan to remind your supporters to vote — calls, texts or in-person.
* A list of committed supporters to follow up with.
* Volunteers ready to help you reach supporters.

**12. What if I make a mistake or forget something?**

* Do not panic — every campaign hits bumps.
* Be honest, fix what you can and move forward.
* Most voters will not notice or remember small missteps.
* Campaigns are marathons, not sprints. Stay focused on the finish line.