

RUN FOR SOMETHING

CANDIDATE ONBOARDING GUIDE

PUBLICIZING YOUR ENDORSEMENT

WHAT TO EXPECT ON ANNOUNCEMENT DAY

We will officially roll-out your endorsement at 12pm ET on announcement day. A few hours before, you will receive an email with a few important reminders and materials to help publicize your endorsement. The email will be titled: *'IT'S ENDORSEMENT DAY!!'*

OUR ROLL-OUT WILL CONSIST OF:

- A copy of the press release that will be sent to our national press list
- A press release template, which your campaign can customize and share with local media
- Your profile being added to the Candidate Directory on RFS' website
- Final versions of the custom social media graphics created for your campaign
- A link to our Medium post, announcing your endorsement
- A link RFS logos that can be used on your website and printed materials

PUBLICIZING YOUR ENDORSEMENT

We will work closely with you and your campaign to ensure that your endorsement is rolled out effectively. This includes a social media push, a national press release, and a local press release template that you should send to your local press outlets. The guides and tools below will help you to leverage your RFS endorsement.

PRESS & EARNED MEDIA TOOLS:

- [How To Write A Press Release](#)
- [RFS Guide To Working with Local News Outlets](#)
- [RFS Armchair Series | Getting Your Story Heard with Lis Smith](#)
- [RFS Fast Pitch Tool | Generate A Sample Email For Your Team To Send Out](#)

DIGITAL SUPPORT

RFS' digital support goes beyond the announcement of your endorsement. We understand that more social media views can lead to additional small-dollar contributions and volunteer sign-ups. If you have any positive news coverage or upcoming events that you would like RFS to help publicize via social media, tag RFS on your initial post.

SOCIAL MEDIA RESOURCES:

- ❑ [Facebook Tips For Politicians And Campaigns](#)
- ❑ [Instagram For Political And Advocacy Campaigns](#)
- ❑ [Run for Something Logos](#)
- ❑ [RFS Social Media Guide](#) – A just-for-RFS candidates guide to using Canva to create social media graphics. Note the login credentials on page two!

SAMPLE ENDORSEMENT ANNOUNCEMENT POSTS:

The following candidates are a few of the many candidates who have done a phenomenal job amplifying their RFS endorsement.



← **Myya Jones**, MI State House 4th District. [Here is Myya's Twitter](#) - be sure to check out her amazing campaign video as well. We were [Myya's first endorsement](#).

↓ **Mari Manoogian**, MI State House 40th District. Mari was one of our first endorsements for the 2018 cycle and she has done a great job leveraging our endorsement on social media. [Here is her Twitter](#), and [here is a link to some of her tweets mentioning @Runforsomething](#).



RUN FOR SOMETHING | TALKING POINTS

Run for Something helps young diverse progressives run for local office. We're working to build a bench for the future; the candidates we support now could become members of the House, Senate, and maybe even President one day. Run for Something aims to lower the barriers to entry for these candidates by helping them with amplification, organization building, and access to the training needed to be successful.

We help candidates get started. We have trainings, how-tos, best practices, and all sorts of guides and resources online for planning runs for office. We maintain [RunforWhat.net](https://runforwhat.net) -- a site where prospective candidates can find a full list of local offices on the ballot each year based on their home address.

We raise the profiles of down-ballot candidates. Run for Something endorsements come with a lot of perks. If you've read a national story about a young person running for office, we probably played a part in it. We get our folks into the spotlight, and connect partner organizations with candidates who need their help, leveraging our national scale for local races.

We give endorsed candidates access to regular 1:1 coaching with campaign experts. Our dedicated team of Regional Directors is made up of seasoned political professionals. Each has a broad scope of campaign expertise and deep experience helping progressive candidates win campaigns. RFS Regional Directors help endorsed candidates formulate winning campaign strategies, write out clear campaign plans, and provide one-on-one coaching through election day--and then beyond through our alumni program.

To date RFS has endorsed over 2,100 young diverse candidates. These candidates are shaking up the status quo because they actually look like America and represent ppl from all walks of life.

- 50% are women
- .4% are non-binary
- 22% are LBGTQIA+
- 48% are people of color