

RUN FOR SOMETHING

CANDIDATE ONBOARDING GUIDE

CAMPAIGN RESOURCES

In addition to our endorsement benefits, we offer an ever-expanding database of our [Run For Something Candidate Resources](#). These resources are a library of all of our policy videos, webinars, training guides, and more. The resources listed below are just a few of the many we offer on the website and through our Regional Directors. We're always working to add new benefits for our candidates. If you've got ideas and suggestions, don't hesitate to reach out.

ENDORSED CAMPAIGN RESOURCES

- [Onboarding Guide](#)
- [Discounts, Perks, & Partners](#)
- [How To Manage Your Image](#)
- [How To Manage Your Budget](#)
- [How To Build Your Team](#)
- [How To Reach Out To Voters](#)
- [How To Build Support In Your Community](#)
- [How To GOTV \(Get Out The Vote\)](#)
- [Candidate Trainings](#)
- [How To Run During A Pandemic](#)
- [After Your Election](#)

VENDOR DISCOUNTS AND FREEBIES

DIRECT MAIL + DIGITAL DISCOUNTS

- ❑ **CANVA** is a great tool for easily creating social graphics and ads for digital platforms. Run for Something has a free account you can use! Be sure to check out our [Canva User Guide!](#)
 - ❑ **USERNAME:** hello@runforsomething.net | **PASSWORD:** *RunForSomething2022!*
 - ❑ **PLEASE DON'T CHANGE THE USER NAME OR PASSWORD!**
- ❑ **Wildfire Contact** brings decades of combined experience in working on campaigns and with organizations at the ground level. Leaders in innovative campaign tactics, we have helped develop cutting-edge campaign strategy and have crafted winning mail plans in tough races across the country.
 - ❑ *Take advantage of RFS' referral discount by contacting Maura@wildfirecontact.com or Tia@wildfirecontact.com and letting them know that you're a Run for Something candidate.*
- ❑ **SPEAKEASY POLITICAL** Choose from hundreds of professionally-designed templates or upload your own mail piece or digital ad.
 - ❑ *RFS candidates get a 15% discount on printing + a 10% on digital! **PROMO CODE:** *run4something**

DISCOUNTED VOTER CONTACT TOOLS

- ❑ **SCALE TO WIN** offers a feature packed peer to peer texting tool with robust training and support. They have offered RFS candidates texting at 1.5 cents per outbound segment (25% off their typical rate), and no charge for texts received. To learn more, schedule a demo, or to get started, just head to <https://scaletowin.com>
 - ❑ *In "How Did You Hear About Us" Enter: RUN FOR SOMETHING*
- ❑ **DECK** helps campaigns reach the right voters with the right message. They do that with candidate-specific predictions of which people in your district will turnout to vote, vote for you, make a fundraising contribution, and be open to changing their minds. Deck helps build better lists in VoteBuilder, run individually-targeted Facebook Ads, see where you stand in your district and to make a plan to move the needle.
 - ❑ *State legislative campaigns have free access to Deck through their state parties. To sign up: email help@deck.tools with your name, district, and state.*
 - ❑ *Local & Primary campaigns can get access to deck for \$50/month by [signing up at deck.tools](https://deck.tools).*
 - ❑ **NOTE:** *You need Votebuilder in order to access Deck.*
- ❑ **THRUTALK** is a next-generation dialer that helps you reach cell phones and landlines. It's fast, flexible, responsive, and syncs with VAN. Over 500 organizations have used ThruTalk to make hundreds of millions of dials.
 - ❑ *Take advantage of a 10% discount through RFS by going to <https://getthru.link/rfs>*
- ❑ **TURBO PHONEBANK** is a free phone banking platform that you and your volunteers will love. Turn any Google Sheet into a phone bank with 2-tap calling, integrated follow-up text messaging to raise your contact rate, and multilingual script support. Its [caller-friendly experience](#) was built by a phone banker to reduce training time and encourage volunteers.
- ❑ **Universe** offers a down-ballot focused "campaign in a box" packed with features like P2P texting, phone banks, walk lists, volunteer management, and more – at an affordable price that scales with your campaign. In supported counties, the basic voter data file is included in the subscription cost.

- ❑ Take advantage of a 20% off their regular monthly subscription. To schedule a demo, or to claim your discount, use our affiliate link: https://universe.app/apply?utm_source=rfs

FUNDRAISING DISCOUNTS

- ❑ **NGP VAN** is the leading technology provider to Democratic and progressive campaigns and organizations, as well as nonprofits, municipalities, and other groups, offering clients an integrated platform of the best fundraising, compliance, field, organizing, digital, and social networking products.
 - ❑ 15% off for RFS candidates accessed at <https://go.ngpvan.com/ngp-run-for-something.html>
 - ❑ Discount is for new customers only

SUPPORT FROM RFS PARTNERS

VOLUNTEER SUPPORT

- ❑ **Civic Power of Change** is a one stop shop for all of your marketing campaign needs. CPC's volunteer network of professionals can help your campaign with design and branding of logos, mailers, and other lit, website design and social media strategy, paid media strategy, speechwriting, media coaching, public relations, and more - whatever you need in marketing, advertising, and PR. **To sign-up, [click here and complete the form labeled "Candidates, Meet your Marketers"](#) at the bottom of the page.** From there you will be matched with a volunteer team.
- ❑ **Red2Blue Texting** is a grassroots group with deep experience and proven success running P2P texting campaigns around the country. Since 2017, Red2Blue volunteers have sent messages on behalf of over 550 Democratic campaigns in 42 states — and texted over 13 million voters. While their priority is to flip state legislatures, they have worked for candidates at every level. Red2Blue Texting provides expert free labor and technical and creative expertise for peer-to-peer text campaigns. Candidates can submit the form found [here](#) to request texting support.
- ❑ **The GAP Project** is a data-driven, grassroots consortium seeking to connect Generation Z with political campaigns on the local, state, and national level. They have developed a quiz for students and campaigns that assess each party and create a match based upon an algorithm. Their volunteers have completed a variety of tasks including, but not limited to phone and text banking, social media, graphic design and fundraising. To begin receiving volunteers, please take this short [quiz](#).

CAMPAIGN STAFF

- ❑ **Arena Careers** is a one-stop platform for progressive job seekers and employers to search, connect, and hire for priority positions. They have more than 5,000 active members, including

their 1,000+ trained political staffers who've gone through Arena Academy. Employers can post jobs and search staffer profiles by area of expertise, location, etc. [You can join the platform to post and search here](#). The platform currently offers an option to post roles that are unpaid, but aren't able to make referrals for those roles. However, there may be members of the platform who are interested in that opportunity, so feel free to use it as a networking tool. There is no charge at all to join the platform.

After you post a paid role that you are looking to fill, complete [Arena Staffer Referral Request](#). The team at Arena will attempt to turn around referrals for their best fit candidates within 48-72 hours. Be sure to let them know that you're a RFS candidate in the "additional details" section

- [Blue Leadership Collaborative](#) (BLC) recruits, retains, trains, and develops campaign managers who are people of color, women, and members of the LGBTQIA+ community. BLC's intentional and intensive program provides leadership development, skills training, ongoing mentorship, and on-the-job experience for rising Democratic professionals. BLC has an alumni network of over 50 experienced campaign leaders. Reach out to share job descriptions and your management staffing needs: info@blueleadership.com.

- [National Democratic Training Committee](#) is happy to help and share their [NDTC Trained Staff Resume Bank](#). These individuals are all graduates of NDTC's Staff Academy (Fundraising, Communications, Digital) or Democratic Strategy Institute (Field) programs. These are intensive 8-10 week programs that these leaders applied and interviewed to join and passed a series of assessments demonstrating their mastery of core skills.

Their alumni know to expect cold calls that may come from the resume bank. You can also email jmitchell@traindemocrats.org if you'd like their team to share your job listing more broadly.

CAMPAIGN TOOLS

- [ActBlue](#) is a nonprofit organization dedicated to empowering small-dollar donors. They make it easy for grassroots supporters to make their voices heard and enable thousands of Democratic campaigns, progressive organizations, and nonprofits to build people-powered movements with our powerful online fundraising tools. Please contact Michelle Ngwafon at mngwafon@actblue.com for help setting up your account today.

- [Campaign PIES](#) is the Progressive Change Campaign Committee's campaign-in-a-box software that helps grassroots candidates launch their campaigns. They cover all the nuts and bolts of running a best-practices campaign. Most notably, they help candidates set up a professional-looking website quickly, manage their donors and run successful call time sessions, and create beautiful print pieces -- all without breaking the bank.

CANDIDATE TRAINING AND POLICY SUPPORT

- [Climate Cabinet Action](#) helps state legislature candidates + utility board candidates run, win, and legislate on the climate crisis. They can provide your campaign with [Climate messaging guidance](#) and district-specific info on clean energy jobs, air pollution, polling, and the incumbents' climate voting record (for state legislature). Reach out - we may have info for your state! Contact partnerships@climatecabinet.org to learn more! We're excited to help.

- We also encourage you to check out the [National Democratic Training Committee](#). The NDTC is the best place to get the training resources you need to launch or build on a successful campaign. Trainings are available in-person and online and have an emphasis on local and down-ballot candidates.

- The [Democracy Policy Network](#) (DPN) is an interstate network that organizes policy support for the next generation of state leaders working to deepen democracy in statehouses across America. By organizing policy experts, volunteer researchers, and statehouse leaders to gather, organize, and amplify a transformative, deep-dive policy agenda spanning every state issue, we aim to accelerate the democratic transformation of America. To stay updated on our policy kit releases and connect with other democratically-spirited, policy-minded state leaders, become a Statehouse Member by filling out this form: www.democracypolicy.network/membership