

RUN FOR SOMETHING

CANDIDATE ONBOARDING GUIDE

SUPPORT FROM RFS

RESOURCES FOR ENDORSED CANDIDATES

Whether this is your first endorsement or your 50th, we want it to be impactful for your campaign and help you win your race. Your Run for Something endorsement comes with a wide array of benefits and gives your campaign access to a ton of new resources.

The remainder of this guide goes into detail about RFS' programs and resources for endorsed candidates. It will give you a better idea of how to best leverage our support over the course of your campaign.

AS AN ENDORSED CANDIDATE, YOU NOW HAVE ACCESS TO:

- ❑ [RFS' Database Of Campaign Planning Tools And Resources](#)
- ❑ Amplification Of You Campaign's Profile Through [RFS Digital Support](#)
- ❑ Strategic Guidance From Seasoned Political Operatives - via [RFS' Regional Program](#)
- ❑ Connections to [RFS Alumni](#) and Volunteer [Mentors with Specialized Political Expertise](#)
- ❑ Resources, Special Programs, And Endorsement Information From [RFS Partners](#)
- ❑ Invitations To Trainings, Speaker Series, And Other Events Exclusive To RFS Endorsees
- ❑ Discounts On Services From Select Marketing And Voter Contact Vendors
- ❑ 1:1 GOTV Planning Support And Much More!

TAILORED CAMPAIGN SUPPORT

Your endorsement gives you free access to 1:1 coaching support and strategic guidance from a team of experienced political operatives. Our Regional Directors have managed congressional campaigns, served as state-wide directors for past presidential candidates, and some have been elected to state-level offices. Each of our Regional Directors has a broad scope of campaign expertise -- and proven track records, when it comes to helping progressives plan successful runs for office.

HOW REGIONAL DIRECTORS SUPPORT ENDORSED CAMPAIGNS

The Regional Director assigned to your race will be your campaign's primary point of contact through election day. They'll be around to help you to formulate a winning campaign strategy -- and to develop clear plans for executing.

Your initial onboarding conversation will give your RD an opportunity to assess the state of your campaign -- and get you connected with resources that will help amplify the work you're already doing on the ground. After that call, your RD will be available for ongoing support on an as-needed/requested basis. We avoid taking a "one size fits all" approach to the support we provide. Some candidates choose to schedule weekly strategy sessions, some connect with their RD monthly, and others only connect with us only once or twice over the course of their entire campaign.

Our primary goal is to help you run a successful campaign -- and make the experience as positive as possible. Tailoring our support to the needs of our candidates is crucial to achieving this goal.

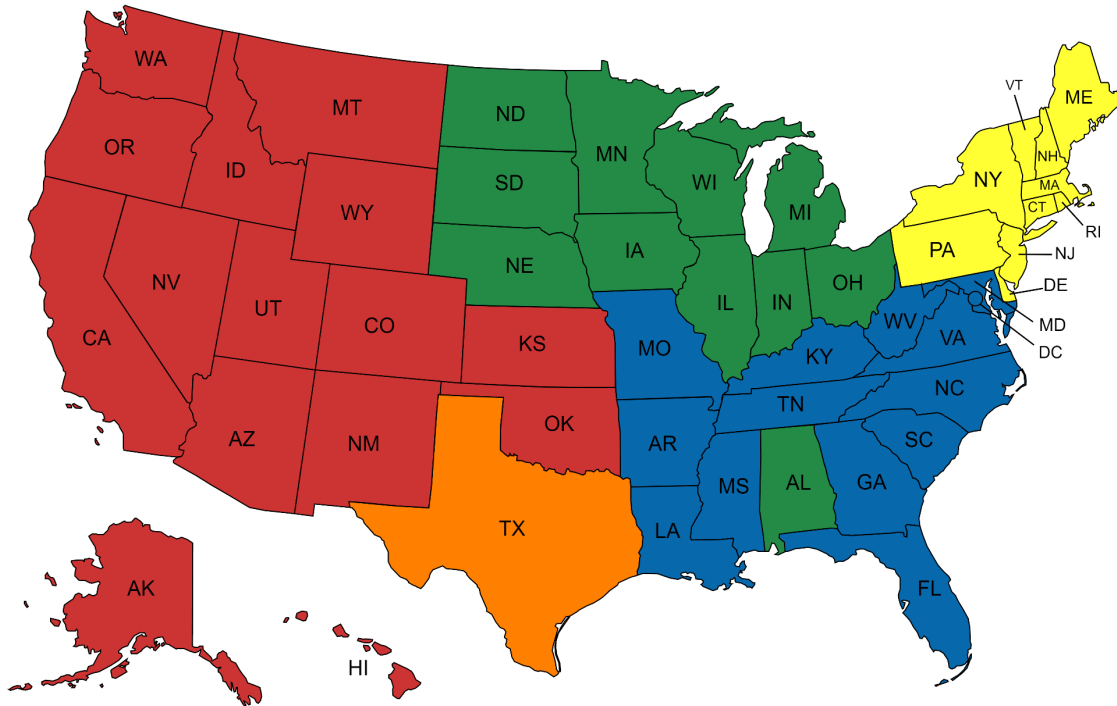
WHAT YOU CAN EXPECT FROM YOUR REGIONAL DIRECTOR

- ☐ Access to 1:1 coaching and top-notch strategic advice for your campaign
- ☐ Thorough feedback on written campaign plans
- ☐ Guidance on developing your campaign's finance, communications, digital, and field programs
- ☐ Access to a full library of campaign planning resources and training opportunities
- ☐ Connections to endorsement information from RFS partners
- ☐ Regular emails with information on exclusive webinars, trainings, and other new opportunities
- ☐ Help amplifying positive news stories and volunteer opportunities across RFS' social media
- ☐ Open minds, confidential support, and honest advice at all times

WHAT YOU SHOULD NOT EXPECT FROM YOUR REGIONAL DIRECTOR

- ☐ Regional Directors cannot provide advice on legal, regulatory, or campaign compliance issues
- ☐ Regional Directors will not take the lead on recruiting volunteers or staff for your campaign
- ☐ Regional Directors will not serve as, or replace the need for, campaign staff
- ☐ While RFS' Regional Directors will provide coaching and strategic support for your team, they shouldn't be expected or asked to develop original work on behalf of your campaign
- ☐ **RFS does not make direct financial contributions to candidates**
 - ☐ *Certain legislative candidates in VA, TX, and PA, who are invited to participate in the RFS Ascend Program, are the only exception to this rule.*

REGIONAL STAFF DIRECTORY



■ Western Region

Andrea Johnson | Western Regional Director

Email: Andrea@runforsomething.net

States: KS, OK, NM, CO, WY, MT, AZ, UT, ID, AK, CA, NV, OR, WA, OR, HI

■ Midwestern Region + Alabama

Kandice Harris | Midwestern Regional Director

Email: Kandice@runforsomething.net

States: ND, SD, NE, MN, IA, WI, IL, MI, IN, OH, AL*

■ Northern Region

Manny Espitia | Northern Regional Director

Email: Manny@runforsomething.net

States: PA, NJ, DE, NY, CT, RI, MA, VT, NH, ME

■ Southern Region

Paul Bradfield | Southern Regional Director

Email: Paul@runforsomething.net

States: DC, MD, MO, NC, LA, AR, KY, TN, WV, VA, SC, GA, FL, MS

■ Texas

Brandon Turner | Senior Regional Director

Email: Brandon@runforsomething.net States: TX

MEET THE REGIONAL TEAM



MANNY ESPITIA | NORTHERN REGIONAL DIRECTOR

Originally a So. Cal Native, Manny Espitia started working on campaigns in 2012 in New Mexico for President Obama's reelection. Since then he's worked on campaigns in LA, Chicago, and San Antonio until he found his home in Nashua, New Hampshire. Organizer for Hillary Clinton's NH Primary campaign, congressional staffer, and NH State Director for Julián Castro. Ran for office himself and is now a State Representative. Princeton University Graduate. Always looking for the best Mexican food in the Northeast.

KANDICE HARRIS | MIDWESTERN REGIONAL DIRECTOR

Experienced political organizer with a background in movement politics, legislative advocacy, fundraising, voter mobilization, and political consulting for progressive campaigns. Firm believer in the power of grassroots and community driven campaigns. Passionate about empowering diverse voter bases and promoting women of color in campaign leadership. College football and chicken wing enthusiast. Proud resident of Chicago's South Side.

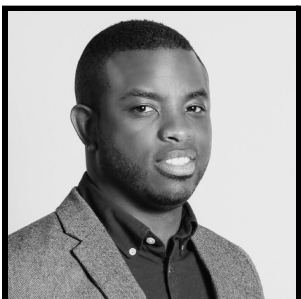


ANDREA JOHNSON | WESTERN REGIONAL DIRECTOR

Progressive campaigner with two decades helping elect candidates from the statehouse to the White House. Alum of Moveon.org, Bill Bradley, Bill Richardson, Claire McCaskill, Maria Cantwell, and Jay Inslee + others. Now, back home in Kansas (Hillary Clinton's KS state director), fighting to turn red corners of the state bluer. Lover of butterscotch baking chips, burnt ends, and buying second-hand scarves on eBay.

PAUL BRADFIELD | SOUTHERN REGIONAL DIRECTOR

Passionate political organizer with experience all over the South in issue based advocacy, policy, voter activation, data analytics, political strategy and consulting. Has a passion for the South having been born, raised, worked in, and lived in various places in the South his entire life. Lover of local politics; believer that all politics is local and personal. Appreciator of cacio e pepe, Lowcountry Boils, snobby drinks, a good hike, cooking for friends, and sharing quality time. Always happy to take any dog on a walk.



BRANDON TURNER | SENIOR REGIONAL DIRECTOR

Seasoned political organizer with over a decade of campaign management experience. Former Head of Campaigns at Sister District Project. Served as Director of Candidate Development for a national advocacy group that helps teachers run for office. And proud Texas Alum. Brandon specializes in working with first time candidates, is passionate about access to education, and is absolutely disgusted by Vienna sausage.