

# RUN FOR SOMETHING

## CANDIDATE ONBOARDING GUIDE

### TIME-SENSITIVE NEXT STEPS

**PLEASE READ THE INFORMATION BELOW, CAREFULLY:** *If you don't complete these steps by our deadline, we may not be able to move forward with the announcement of your endorsement.*

#### **STEP 1: COMPLETE RFS' ENDORSED CANDIDATE QUESTIONNAIRE**

This form collects all of the information and materials needed to create your profile on our website, your custom social media graphics, and other endorsement collateral. If you have not already done so, please complete the Endorsed Candidate Questionnaire as soon as possible.

- ❑ **Where can I find the questionnaire?** *A unique URL for your questionnaire was included in the initial endorsement notification email you received, titled: '[TIME SENSITIVE] Run for Something Endorsement Notification'*
- ❑ **What is the deadline for completing the questionnaire?** *Please submit the form as soon as possible. The absolute deadline for submission is listed in the initial endorsement notification email you received.*

#### **STEP 2: SCHEDULE YOUR ONBOARDING CALL**

We ask all newly endorsed candidates to schedule an official onboarding call with their assigned Regional Director. This onboarding conversation will be an opportunity for us to learn more about your race, connect you to key resources, and map out how RFS can best support your campaign going forward. Onboarding calls typically take 30-45 minutes to complete.

- ❑ **How Do I Schedule My Onboarding Call?** *A link to your Regional Director's calendar was included in the initial endorsement notification email. That link will allow you to view the RD's upcoming availability and instantly schedule your onboarding call. Search for the email titled: '[TIME SENSITIVE] Run for Something Endorsement Notification.'*
- ❑ **Which Regional Director Is Assigned To My Campaign? What Do Regional Directors Do?** *Your assigned Regional Director's name and contact information were included in your initial endorsement notification email. In most cases, your assigned RD was the person who sent the notification email.*

- ❑ **What Are The Deadlines For Scheduling And Completing The Onboarding Call?** *Candidates should select a date and time for their RFS onboarding by the deadline listed in the endorsement notification email. Onboarding calls should be completed within 4 weeks of receiving that same email.*

## ANNOUNCEMENT TIMELINE

### REVIEW OF SOCIAL MEDIA PROOFS

A few days after completing the [Endorsed Candidate Questionnaire](#) and scheduling your [Onboarding Call](#), you'll receive an email notification, titled: *'RFS Endorsement Graphics Proof - Review by XXX Date'*

That email will include a link to a folder that holds proofs of your custom social media graphics. This will be your opportunity to review those graphics, check the text for mistakes, and request corrections. The email will also include a hard deadline for requesting changes to the graphics.

### 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