

Campaign Toolbox

Tools and resources to help you win

Deciding to Run

★★★ **Getting Ready To Run: The Questions to Ask** ([Wellstone, 3 pages](#))
([link to PDF in Google Drive](#))

This is an excellent set of questions to ask yourself when you are considering a run for office.

Comprehensive Guides

★★★ **Winning Your Election the Wellstone Way** ([Wellstone, 280 pages](#))
([Link to PDF in Google Drive](#))

This is a complete book (also available on Amazon) with A to Z of running a smart campaign. Not every candidate feels like they have the time to read a book, so we've pulled some highlights for you in the rest of the Candidate Toolkit, but if you're looking for a good book on campaigning, here's a free copy of one from a very well-respected organization.

Chapters include:

- Running to win: Qualities of good candidates and managers
- Writing a campaign plan and laying out a path to victory
- Creating a message and delivering it to your audience
- Identifying your base, swing voters, and opponents through voter targeting
- How to build your base and use it for direct voter contact
- Using direct mail to reinforce your message and target specific voters
- Reaching voters through paid advertising
- Working with reporters and communicating your message through earned media
- Raising money and knowing how to spend it
- Getting to know your candidate and understanding your opponent

- Maximizing the candidate's time with smart scheduling
- Getting the most out of technology
- The campaign manager: What it takes to run a successful race
- Turning out our voters: Getting out the vote
- You won, now what?