

18 Steps to Win a Local Election

A Candidate and Volunteer Workbook

An I CAN Book

by Robert D. Butler

**This is the free 27-page eBook version of
18 Steps to Win a Local Election
*A Candidate and Volunteer Workbook***

**To see the handbook and the rest of the workbook
(over 250 pages), visit <http://indyaction.org>**

Independent Candidate Action Network

<http://www.indyaction.org>

The topics discussed in this book come from
the Independent Candidate Action Network
Seminars of Robert D. Butler

Also by Robert D. Butler:

18 Steps to Win a Local Election: A Candidate and Volunteer Handbook

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Independent Candidate Action Network

<http://www.indyaction.org>

For all those who work towards greater liberty
and the restoration of the Republic.

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Introduction

This workbook was created to assist candidates and volunteers. It can help you bring order to your campaigns by systematically guiding you through the campaign process. Please keep in mind that this book was primarily written for independents, minor party candidates, and major party reformers. For brevity, I refer to all these candidates as Independents. If you fill out all of these pages, you will have a solid foundation for winning a local campaign.

The first pages of most campaign books will solemnly advise you to run as a Republican or Democrat in any partisan race. They predict that running as an Independent or (heaven forbid) a minor party candidate will be an uphill battle, and that you will probably lose. Until recently, this advice was fairly accurate. Even now, running as an Independent may be more of a liability than an asset. Nevertheless, thousands of Independent candidates now run for office every year and over 800 minor party officials currently sit in public office.

Countless Independents have followed the advice of these campaign books and decided to choose a party, whether it matched their philosophy of government or not. Numerous factors are taken into account in deciding whether to run as a Republican or Democrat. Among these factors include: the relative strength or weakness of the party in their district, the opinions of their friends and family, the financial strength of their local parties, local community issues, the support of their contributors and volunteers, and their personal beliefs.

The strength of your local party's organization is an important factor in deciding how you will run for office. Clearly, an organized party is more likely to be of assistance in your efforts to win. The local party has decades of experience. Past candidates can instruct you on the specifics of how to win in your community, and help you steer clear of obstacles. They will have helpful contacts with the press, financial contributors, a list of volunteers, and perhaps a paid staff. The local party may even be able to "guarantee" your victory through its proven model of success and support among the voters.

Your friends, coworkers, and family may even be members or activists in the Republican or Democratic Parties. It is difficult to turn aside the social

pressure to follow suit. Independents and minor party candidates are often ridiculed or easily dismissed as unimportant distractions from the “real race”. This kind of public rejection can be hurtful and may influence your relationship with your friends and family.

Fundraising is the most important aspect of any campaign. It takes money to get a candidate’s message before the public and create a professional appearance for your campaign. The major parties are very helpful in raising money. They possess long lists of local contributors who may be willing to give your campaign money simply because of your party identification. Most campaigns and the issues they champion are driven by the need to raise large sums of money. Having an established financial network takes pressure off the campaign and the candidate.

Most local political parties will be well known for championing specific local issues including taxes, bonds, bike paths, redevelopment, infrastructure, housing, and schools. You may find that a particular issue strongly resonates with your community’s voters and that one of the major parties has staked a claim on that issue. This kind of party branding can often make your campaign very emotional for your neighborhood. It may even create an impossible situation for any other party’s candidate to win unless he or she can successfully defuse the issue.

Sadly, personal philosophy usually takes a back seat to the candidate’s desire to win office. Most candidates are able to shoe horn their personal politics into one of the major parties. They believe in cutting taxes so they become a Republican. They believe in helping the disadvantaged so they become a Democrat. They may just follow in the footsteps of their family tradition. They go along with what they’ve been taught in school. They may even switch parties to give themselves a better chance at success.

Why should you run as an Independent or minor party candidate? Independents are marked by a strong desire to follow their true political and personal beliefs. They often believe that government is not the most efficient method of achieving public goals. They believe that individual liberty and personal responsibility are the answers to our social ills. They disagree with Republicans when they increase spending through borrowing money. They disagree with Democrats who try use government to solve all of our personal problems. Independents’ disagreements with the major parties are so strong that they feel there is no place for them within the two-party system that governs this country.

Major Party or Minor Party?

Assuming that you are even more practical than you are philosophical, you may consider holding your nose and joining one of the major parties. After all, you may be able to “change the party from within”. There are certainly candidates who have taken this route. Ron Paul’s Campaign for Liberty, for example, is an organization that seeks to reform the Republican Party and spread the seeds of liberty throughout our public discourse. If you do decide to run as an outsider in one of the major parties, this book will still be very helpful, especially in your primary contest.

I formed *I CAN*, the *Independent Candidate Action Network* to help liberty-minded Independents and minor party candidates raise money, build coalitions, design and create campaign materials, hire campaign staff, and offer solid strategy advice.

This book is intended to build a solid foundation for anyone interested in running for elected office. The main focus of *18 Steps to Win A Local Election* is marketing, political strategy, and campaign management. **It is important that you do not rely on this book for legal advice**, especially for financial reporting and fundraising. **Legal requirements vary from state to state and precinct to precinct and this book is not intended to offer such counsel.** Check with your local lawyer and the Election office before you begin your race.

There’s never been a better time to be a candidate, **go get’em!**

Step 1: Know My Compass

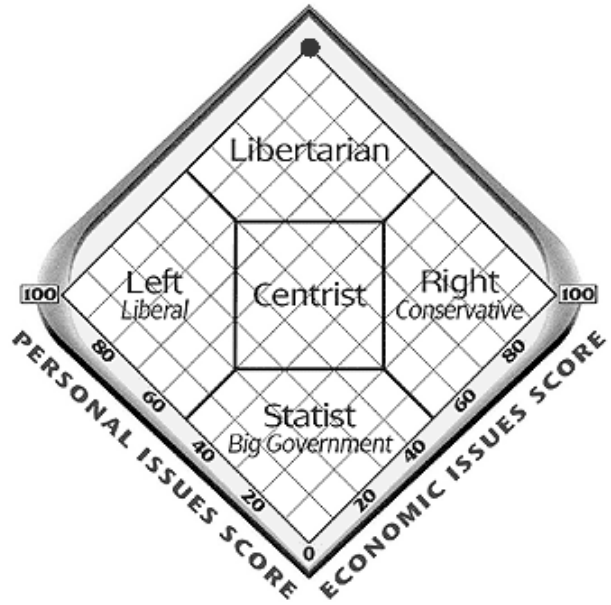
(THIS IS THE FREE ABBREVIATED VERSION)

“Politics ought to be the part-time profession of every citizen who would protect the rights and privileges of free people and who would preserve what is good and fruitful in our national heritage”
 - Dwight D. Eisenhower

World’s Smallest Political Quiz

Examining your own political philosophy is an important step on the campaign trail.

Answer the following Questions and give yourself 10 points for every “yes”, 5 points for every “maybe”, and 0 points for every “no”. Plot the personal and economic scores separately and see where they connect.



Personal Issues

1. Government should not censor speech, press, media or Internet. _____
 2. Military service should be voluntary. There should be no draft. _____
 3. There should be no laws regarding sex for consenting adults. _____
 4. Repeal laws prohibiting adult possession and use of drugs. _____
 5. There should be no National ID card. _____
- Total = _____

Economic Issues

1. End "corporate welfare." No government handouts to business. _____
 2. End government barriers to international free trade. _____
 3. Let people control their own retirement; privatize Social Security. _____
 4. Replace government welfare with private charity. _____
 5. Cut taxes and government spending by 50% or more. _____
- Total = _____

The World’s Smallest Political Quiz is copyrighted and reprinted here by permission of the Advocates for Self-Government.

Successful Candidate Checklist

There are habits and characteristics shared by most successful candidates.

- **Confident.** A successful candidate has the confidence of knowing he is the best person for the job and he isn't afraid to explain why. A candidate may occasionally feel nervous, but I swallow that nervous energy and make it work to my advantage. A successful candidate is never too confident, underestimating my opponent and the difficulty of my task is deadly.
- **Authentic.** Voters today crave authenticity. I will speak from my heart about things that really matter. I won't preach or intellectualize my subject matter. I may have a great speech about "Live free or Die!" or the French economist Bastiat, but my constituents want to know that I care about their families and can fix the pothole on 12th Street.
- **Truthful.** The best candidates are truthful, honest, and direct. I will learn the best way to explain my position in a precise and direct manner, and never lie or invent statistics. I won't hem and haw on controversial topics. I will practice my explanations and answers so that they can come through clearly. If I do not know the answer to a question, I will fully admit my lack of knowledge.
- **Punctual.** Good candidates are always on time or slightly early for their commitments. I will never even begin to think that my time is more valuable than my audience. When I arrive late, I've already broken my first campaign promise My personal assistant's job is to interrupt me when necessary and keep me on schedule.
- **Polite.** All successful candidates are polite and civil. The easiest way to kill an angry voter is with kindness. Agree to disagree and move on. I will meet stupid people, obnoxious people, and painfully frustrating people, but they all vote.
- **Well-groomed.** My public appearance must convey professionalism at **all** times. A good rule of thumb about clothing is to imagine what everyone else will be wearing, and dress slightly better. If I plan to introduce new solutions to my community, I need all the help I can get. My independence or association with a minor party has probably done some damage to my credibility already. If I do not appear to be completely professional, I will be easily written off as a kook.

- **Informed.** When explaining my policies, I must be ready to cite local statistics and examples of how my vision will benefit the people of my district. Always use local examples to illustrate complicated ideas. Information works two ways. I must listen to the concerns of my voters and then cite those concerns in my examples. I will learn much more about my district from speaking with the voters than I ever could have known before. I will be open to listen and learn.

- **Fundraiser.** In medium to large scale campaigns, most of the candidate's time is spent fundraising. I wouldn't know this from watching TV but all major candidates, like Barack Obama or John McCain, spend most of their waking hours on the telephone raising money. For Independent candidates, this is even more important because I do not have a major party's deep pockets to tap. Find out how much money the candidates spent to run for this office the last time. I need to raise at least as much as they did to be competitive. If I raise more money, I can either outspend them, or keep it for my next race.

- As a minor party or independent candidate, I must keep in mind that most voters either have no opinion or are misinformed about my party. It is necessary for me to be ten times the candidate of my opponent. I must outshine, outwit, and outlast my opponent at every opportunity. I must be the most professional candidate my community has ever seen. In this way, I will dismiss the false rumors about my party or about independents in general and show my true colors.

Step 2: Know My Political Organizations

(THIS IS THE FREE ABBREVIATED VERSION)

“If you know neither the enemy nor yourself, you will succumb in every battle” - Sun Tzu

Exercise 1: Match the national organization with its description. Write the letter in the space provided.

- | | |
|---|--|
| 1. Green Party __ | c. the only group in the country dedicated solely to improving the practical effectiveness of independent, non-profit, market-oriented, state-based think tanks. |
| 2. State Policy Network __ | d. a Christian conservative political party that promotes American sovereignty, conservative moral and economic values. |
| 3. Campaign for Liberty __ | e. a network of state parties that advocate environmental policies; social equality. |
| 4. CATO Institute __ | f. Ron Paul’s non-profit organization to promote American sovereignty, free market economics, a return to the gold standard, and the original intent of the Constitution. |
| 5. Libertarian Party __ | g. founded in 1977 by Edward H. Crane to increase the understanding of public policies based on the principles of limited government, free markets, individual liberty, and peace. |
| 6. National Center for Constitutional Studies__ | h. a political party that advocates individual liberty, personal responsibility, and free market economics with over 600 elected officials |
| 7. Constitution Party __ | i. a peer to peer network of voters, volunteers, candidates, and contributors who work together to promote independent and minor party campaigns |
| 8. I CAN Independent Candidate Action Network __ | |
| 9. League of Women’s Voters __ | |
| a. an educational organization founded by Cleon Skousen, famous for books: <i>5,000 Year Leap</i> and <i>Making of America</i> . | |
| b. a nonpartisan political organization, encourages informed and active participation in government through education and advocacy. | |

Step 3: Prepare for Winning Office

(THIS IS THE FREE ABBREVIATED VERSION)

The voters are looking for a competent person to lead their community.

A. My Community Groups

If I am planning to run for political office, I need to take leadership roles in my community. Make a list of my organizations.

_____ (organization)

Name	Phone	Email	Mailing Address
------	-------	-------	-----------------

_____ (organization)

Name	Phone	Email	Mailing Address
------	-------	-------	-----------------

_____ (organization)

Name	Phone	Email	Mailing Address
------	-------	-------	-----------------

_____ (organization)

Name	Phone	Email	Mailing Address
------	-------	-------	-----------------

B. Hot Issues in My Community

1. _____

2. _____

3. _____

Step 5: Speak with My Priority Contacts

(THIS IS THE FREE ABBREVIATED VERSION)

There is no surer tie between friends than when they are united in their objectives and wishes. -Marcus Tullius Cicero

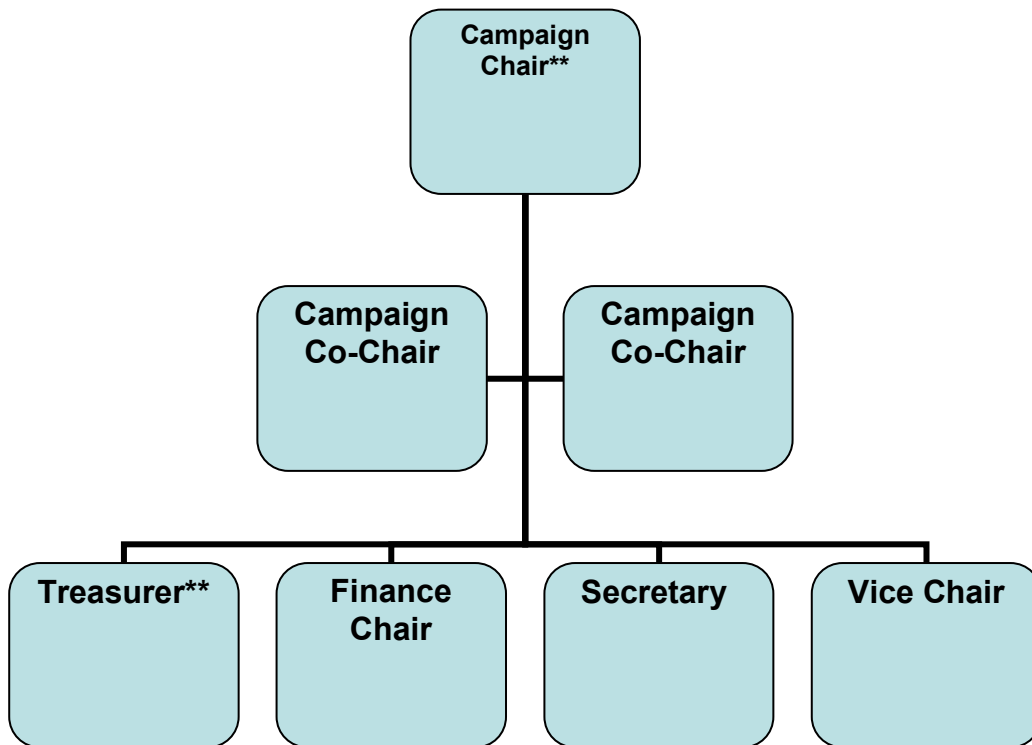
These are the 25 most important people to the success of my campaign. They will be top contributors and/or work the most volunteer hours. I will contact them before my campaign officially starts to win their support. I will be open to their suggestions about which office I should pursue, and I will show them the level of difficulty information I gathered in the previous exercise.

Name	Address	Phone	Email	Notes

Step 6: Appoint My Campaign Committee

(THIS IS THE FREE ABBREVIATED VERSION)

By this time, I have notified all my contacts that I am planning to run for office. I will now start my official campaign committee. Requirements for campaign committees vary; I will be sure to comply with my local laws. In most states, the treasurer is legally responsible for following all campaign finance laws and filing the related documentation by certain deadlines. Campaign committees are usually honorific and not real working committees, but that decision is mine.



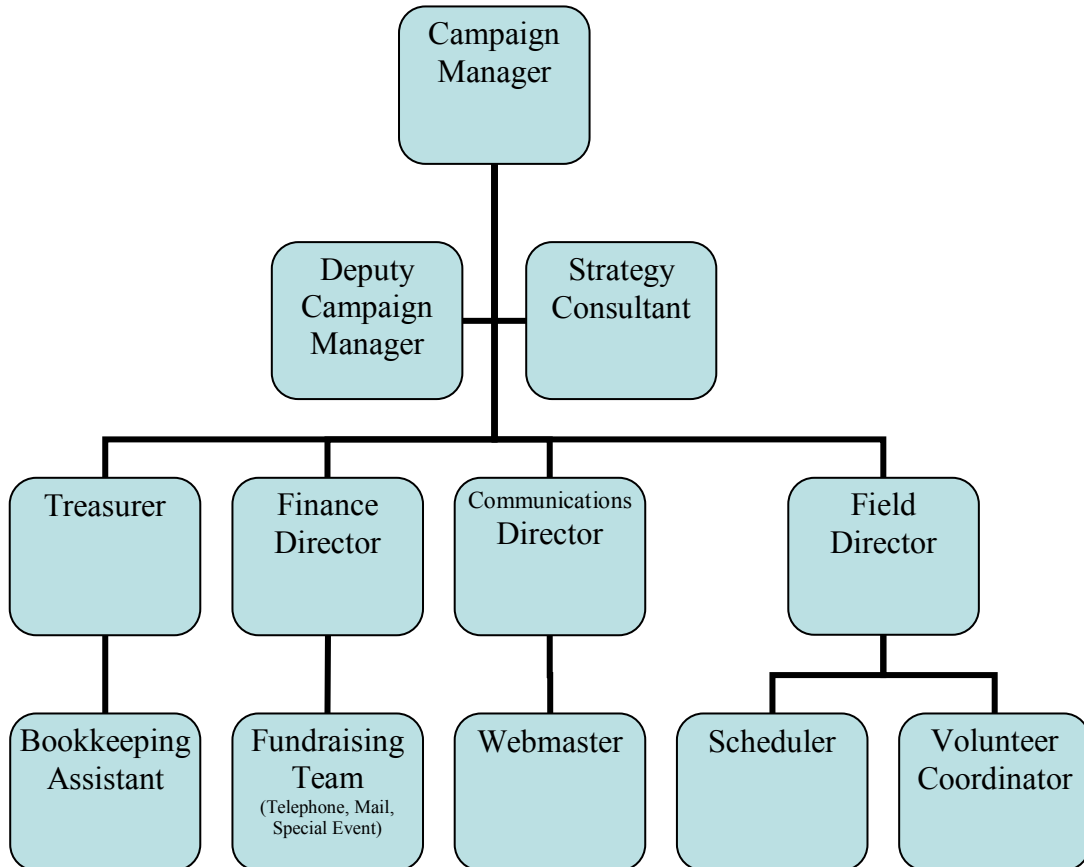
** Often the only legally required positions, Check with the local Election Office

Step 7: Hire My Campaign Staff

(THIS IS THE FREE ABBREVIATED VERSION)

During this final phase of planning, I will need to locate and hire a campaign staff. Once I have decided upon a campaign manager, both of us will discuss the rest of the staff. In small campaigns, everyone may be a volunteer and there may be one person filling several (or all) the job titles. It is still important to know what those titles are and what duties they are expected to perform. It is also important to treat my campaign as a business with hiring and dismissal (of paid or unpaid staff) based on performance.

This is a sample chart. I might create more positions.



Step 9: Identify My Spending Priorities

(THIS IS THE FREE ABBREVIATED VERSION)

A common mistake in many small and micro-campaigns is to spend campaign money too early on unnecessary items. Examine some “what if” scenarios. What if I only raise \$5000 from my immediate friends and family, and nothing else comes in? What if I raise \$10k, \$20k, \$30k? How should that money be spent and in what order? In some ways, it can be easier to budget for large campaigns with their larger margin for error, but if I only have \$3,000 in a micro-campaign, I want to be sure it’s spent properly. Also check the spending reports of previous candidates for this race. See what worked well for them. Price these items out in advance. These priorities also serve as great fundraising goals.

My First \$1000

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

My First \$5000

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

My Second \$5000

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Anything over \$10,000

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Step 10: Create My Budget

(THIS IS THE FREE ABBREVIATED VERSION)

Check the amount of money spent by the previous winner for this race. The low budget will be half of the expenses of the previous winner of this office. The medium budget will be 10% more than previous winner. The high budget will be double the previous winner's expenses.

Advertising	Total	Low	Medium	High
	Bulk Mail Permit			
	Bulk Rate Postage			
	Business Cards			
	Door hangers			
	Postcards			
	Promotional Give-aways			
	Radio ads (\$/spot x frequency x days)			
	Television ads (\$/spot x frequency x days)			
	Website			
Fundraising	Total			
	Event Expenses			
	First class Postage			
	Stationary (Follow up letter and pledge cards)			
	Thank you cards/envelopes			
Office	Total			
(try to borrow office Equipment)	Cable, Phone, Internet			
	Computers			
	Fax Machine			
	Paper			
	Printer			
	Rent			

Step 11: Plan My Fundraising Income

(THIS IS THE FREE ABBREVIATED VERSION)

The Fundraising Checklist

There are many, many ways to raise money and my campaign should be as creative as possible. Here's a list of the most common ways, but I won't let this list limit my creativity.

- Put the *Fun* in *Fundraising*
- I need to open my campaign with my local elections office and get a bank account BEFORE raising or spending any money on my campaign (in most states).
- Pledge Cards
 - professional-looking
 - made on cardstock,
 - easy to photocopy in color or black ink on colored card.
 - blank spaces for all the data required by the elections office
 - a space for credit card info
 - my campaign address in case it's being mailed
- Meet with family and friends privately to ask for contributions and volunteer time
- Obtain telephone and mailing lists and make the calls
 - clubs, churches, and other organizations I am affiliated with
 - Focus most of my efforts on like-minded political groups
 - Some of these groups can give me lists for free, some may charge, and some may not be permitted.
- Follow-up telephone conversations with a prompt letter, return envelope, and pledge card. Thank the contributor for their pledge.
- Bulk fundraising mailers: target my local political activists and minor party members. Do not randomly send letters to my potential voters to solicit money.

Step 13: Be the Answer by Framing the Question

(THIS IS THE FREE ABBREVIATED VERSION)

“You have to understand, my dears, that the shortest distance between truth and a human being is a story.”
-Anthony de Mello

The winning candidate has the most compelling story told to the most voters. I am a unique individual with very specific experiences and characteristics that make me a special candidate for public office. The job of my campaign is to frame a question in the public’s mind. The candidate’s job is to be the answer to that question. So when designing a campaign message and a theme, it’s a bit like the popular game show *Jeopardy!*, we know the answer is me, but we need to properly frame the question.

To what question am I the best and most unique answer in this race?

How am I the best answer to the question framed above?

Step 13: Advertise My Answer

(THIS IS THE FREE ABBREVIATED VERSION)

Now that I have fleshed out my message, I'm ready to produce advertising for my campaign. Paid advertising is any piece of promotional material for my campaign including print, audio, video, and website information produced to influence public opinion. Paid advertising differs from earned media in that it is produced, distributed, and paid for directly by the campaign. I *earn* the earned media by doing something that is deemed newsworthy. This is also called *free media*.

Paid Advertising Checklist

- Buy what I absolutely need first: business cards, website, name tag
- Design and agree on color scheme and logo before making any purchases
- Maintain the same look, color scheme, and logo on all promotional items
- Shop around for the best prices and negotiate better deals.
- Always have something professional to hand out wherever I go.
- Yard signs are usually a high priority in local races. Calculate how many I need and where they will go for the most impact.
- Appoint a volunteer sign coordinator who will keep track of who has yard signs and where they are being posted. Have a plan for distribution of signs at polling places on Election Day, and a retrieval plan. Usually the posts can be re-used. There may be local ordinances and fines for failure to remove signs after Election Day.
- Beware the sign wars. In recent years, the number of citizens and campaigns stealing each other's signs has reached a fever pitch. Do not retaliate in kind. The very best way to deal with this problem is video tape the perpetrator and give the tape to my local news stations and papers.
- Are all my materials easy to read (signs from far away while driving)?
- Saturate my market with one kind of advertising before moving on.

Step 14: Become the News

(THIS IS THE FREE ABBREVIATED VERSION)

“Don't pick a fight with anyone who buys ink by the barrel and paper by the ton”

- Mark Twain

Become the News Checklist

- To become the news, I must do, tell, or expose newsworthy stories. Most candidates who fail to get good headlines are often not doing anything interesting enough to merit headlines.
- If I am running a micro-campaign for the township water board or planning commission, I may only get two mentions in the paper: once when I declare, and once when I win. But I can turn this around by doing my own research, attending the board meetings, and writing news releases that tell interesting stories.
- Always remember that the news media is in the sales business. I can overcome bias by becoming more interesting and exciting. Entertaining candidates sell newspapers. Publicity events can be a big help!
- As a responsible and professional candidate, I hold my own credibility and that of my party or fellow Independents in my hands. I will always have direct evidence to support my story readily available (especially at a press conference).
- My relationship with the newspaper is very important in shaping the coverage I receive from other news organizations.
- Television news and the news wire services such as Reuters and Associated Press will immediately pick up any story published in my major daily newspaper so I do not need to pay for any news wire services.
- Reporters work on very strict schedules and deadlines. My job as a candidate or campaign manager is to make a reporter's job to cover me as easy as possible. This means writing and distributing press releases which can be used nearly word for word.

Campaign Logo Goes Here
Campaign Address, Website

Date

FOR IMMEDIATE RELEASE

NEWS RELEASE (or NEWS CONFERENCE)

Contact: Communication Director's Name

(Office) (123) 456-7890

(Cell) (123) 456-7890

Email: communications@campaign.org

TIME: (Date and Time of New Conference)

LOCATION: (Location of News Conference)

MAIN TITLE OF NEWS RELEASE IN CAPS

Subheading in Upper and Lower Case

This sentence grabs attention with a clear statement of bold action from candidate.

This sentence adds some details. Adds some details.

"A visionary candidate quote," said the candidate.

More details about the story. More details about the story. More details about the story. More details about the story. More details about the story.

"Someone with a contrary view and a weak argument is quoted here."

More details about the story. More details about the story. More details about the story. More details about the story. More details about the story.

"Candidate slams the door on the weak argument. Candidate does not personally attack speaker of argument."

"Campaign Manager says campaign is the best thing since sliced bread."

###

For more information please visit our website or call John Smith, Communications Director, at (123) 456-7890. John Smith's email address goes here.

Step 15: Attend Public Events

(THIS IS THE FREE ABBREVIATED VERSION)

I can also generate positive publicity by attending public events or staging my own. It is important to notify the media with a Press Release when I am making a public appearance. Try to get endorsements! Some organizations have rules against political speakers, but I can still attend as an audience member and speak with members privately. My scheduler should work the phones and make these happen!

Candidate Forums and Debates Checklist

- My scheduler and volunteers need to be on the look-out, I will not always get invited to forums and debates.
- Before I attend any forum or debate, practice answering questions with my staff. Together, we should be able to anticipate most of the questions. Always begin my answer by restating the question, and explain my answer in terms that would make sense to any 4th grader.
- Craft the best possible answers, and practice those answers until they become second nature. Memorize specific facts and figures to back up my opinions. Have a 30-second, 2-minute, and 5-minute answer.
- I am here to tell my story. Make sure that is my priority. When I make my opening statements, and whenever I answer a question, be sure to tie in my unique story and background. Be lively, entertaining, and humorous.
- These events typically take place on a September or October evening at the local community center, VFW hall, or public library.
- It is essentially a job interview in which my opponent and I will stand side by side to appeal for votes, present my strengths, and explain my answers to local issues.
- Look my best. Wear my best suit.
- Bring someone with me to help me distribute materials and watch my performance. I may want to record this event for my website. Find out if this is permitted.

Step 16: Go Door-to-Door

(THIS IS THE FREE ABBREVIATED VERSION)

The Door-to Door Checklist

- As a local candidate, I should plan on campaigning door-to-door at least three days per week. Weekday evenings are usually best.
- Volunteers should accompany the candidate as much as possible. Pair volunteers of the opposite sex to walk together. Women will be hesitant to open their doors to solitary men. Volunteers should be clearly identified.
- The first step in any door-to-door campaign is identifying and sorting communities in three sections: my favorable precincts, my swing precincts, and my unfavorable precincts.
- Where I go depends on my campaign strategy. If I am a new, relatively unknown candidate, I will need to visit precincts I predict to be favorable to introduce myself. This will strengthen my base and give me an idea of how favorable the precinct really is.
- I will also need to visit the swing precincts. This is my opportunity to convince undecided or otherwise persuadable voters. Swing voters and Independents vote for candidates, not parties, so I have an excellent chance to win their votes.
- If I am running in a two-way campaign, consider that most voters of the other party will break my way if I can get them to the polling place.
- After I have decided which neighborhoods to walk, assemble my walking list before I go out. (Refer to the next exercise: Assemble My Walking List)
- Feedback received from my door-to-door campaign should be used to refine my message, especially if a continuing pattern emerges.
- When I am finished walking for the day gather my data and that of my volunteers. Give my cards to my database person or the designated organizer right away.

Step 17: Get Out the Vote (GOTV)

(THIS IS THE FREE ABBREVIATED VERSION)

Phone Operation

- Over the course of my campaign I have identified who will vote for me on a scale from one to five.
- I have also identified supporters who need a ride to the polls on Election Day.
- Four days before Election Day, my volunteers need to begin calling those who need a ride to confirm a time and place for pick-up. Here is a sample script. Feel free to alter the script for my campaign.
- The phone volunteers are my best resource for reaching every voter multiple times.
- There is a certain psychology to telephone volunteers. They work best in groups in phone banks.
- A phone bank can be as simple as several folding tables surrounded by chairs and a multitude of phone lines. There are now many kinds of cable, internet, and virtual phone companies, check around.
- Invite volunteers with free weekend and night minutes on their cell phones to come in to the phone bank.
- Phone volunteers can be used to target different types of voters with my different messages, fundraise, organize rides for GOTV, and remind my favorables to vote on Election Day.
- Create some fun incentives for my phone volunteers. Maybe a local business can contribute prizes to the volunteers who do the most work.
- Thank my volunteers regularly by ordering pizza, providing beverages, or throwing a party, etc.

Step 18: Govern Well

(THIS IS THE FREE ABBREVIATED VERSION)

“Freedom is a fragile thing and is never more than one generation away from extinction. It is not ours by inheritance; it must be fought for and defended constantly by each generation”
- Ronald Reagan

The easiest way to be re-elected is to govern well. But that should not be the only reason. The members of your community have placed their lives and livelihoods in your hands. It is your sacred duty to preserve their lives, liberties, and property in an open and accountable government.

I have known many Independent office-holders. They have similar stories that can teach us how to govern. Always remember that everyone in a community must learn to work together to achieve great things. If don't agree with someone, you don't have to be an obnoxious obstacle, and you don't have to compromise your beliefs. The best Independent office-holders find a “third option” that can benefit everyone in a way that grants special favor to no one.

Remember that there are issues in the pro-liberty movement that most people can agree on, focus your priorities on solving these issues first.

Remember to frame your arguments with the needs of the listeners in mind. Do not pontificate on abstract principles. You have been hired to do a job, not get on a soapbox. You will achieve bigger and better successes with a positive attitude and uplifting spirit.

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**To see the handbook and the rest of the workbook
(over 250 pages), visit <http://indyaction.org>**