

WOMEN LIKE YOU ARE SAVING
DEMOCRACY, HERE'S HOW:

FROM THE GROUND UP

Christy Jaynes

Campaign Starter Kit

Women Like You Are Saving Democracy, Here's How:

FROM THE GROUND UP CAMPAIGN STARTER KIT

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Welcome

CAMPAIGN STARTER KIT

Your first 90 days as a candidate, mapped and manageable.

You did it. You made the decision to run. Maybe it was a moment of rage, maybe it was a whisper that wouldn't go away, or maybe it was a steady, growing fire inside you that said, "Now is the time." However you got here, welcome.

You are not expected to know everything from day one. No one does. Campaigns are built from the ground up, just like movements, just like change. What you bring, your voice, your lived experience, your integrity, is the foundation your campaign will stand on. The rest you'll learn, build, and refine with time.

This starter kit is here to walk with you through the first three months. Month by month, task by task, this is your invitation to take meaningful, strategic action without burning out or losing yourself. Because I don't just want you to get elected. I want you to thrive as you do it.

This kit has been edited from its original format to better serve you! This is made to print, and put in a binder, or on a clipboard, or however you like to organize your projects. The main idea is to get prepared early. This is how you'll do it.

Contents

Clarity Container (BONUS)

Collect all of your essential details in one spot. Let this be your big picture.

Campaign Setup Lists

Every campaign is unique, and there's a foundation that all campaigns need to build. Use the lists to ensure a strong start.

Running Resources

This list was created to get you started. New technology and services are introduced often. Decide what you need help with and search for those services.

Clarity Container

Your important stuff in one place.

Basic Campaign Information

Your Full Name (as it will appear on the ballot)

Pronunciation Guide (if helpful for others)

Seat You're Running For (Include both the name and the level—e.g., City Council, School Board, County Clerk)

District/Precinct/Region (if applicable)

(Map or boundary description may be helpful)

Incumbent or Open Seat?

Partisan or Nonpartisan?

Filing Status

(Pre-filed, officially filed, pending)

Clarity Container

Your important stuff in one place.

Role Clarity

Official Job Description / Duties of the Office (This should be pulled from

Length of Term & Term Limits (if any)

Salary / Compensation / Time Commitment

Clarity Container

Your important stuff in one place.

Campaign Milestones

Filing Deadline

Primary Election Date

General Election Date

Campaign Launch Date (internal + public)

Kickoff Event Date

Early Voting Begins

Voter Registration Deadline

Absentee Ballot Deadline

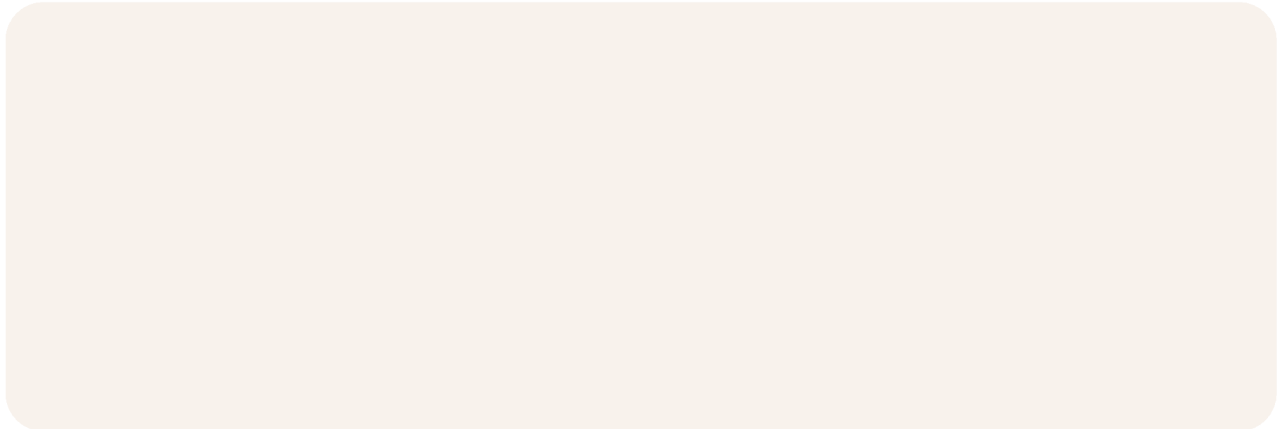
Endorsement Interview Dates (if known)

Clarity Container

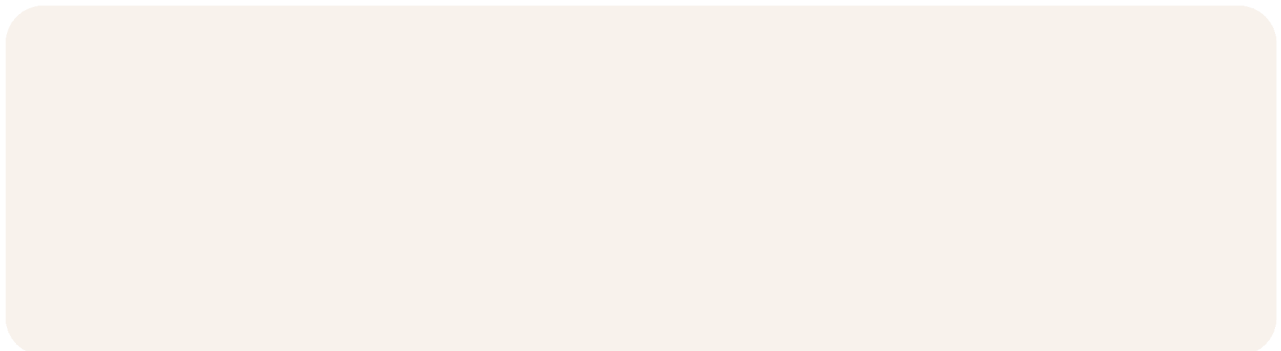
Your important stuff in one place.

Key Messages & Values

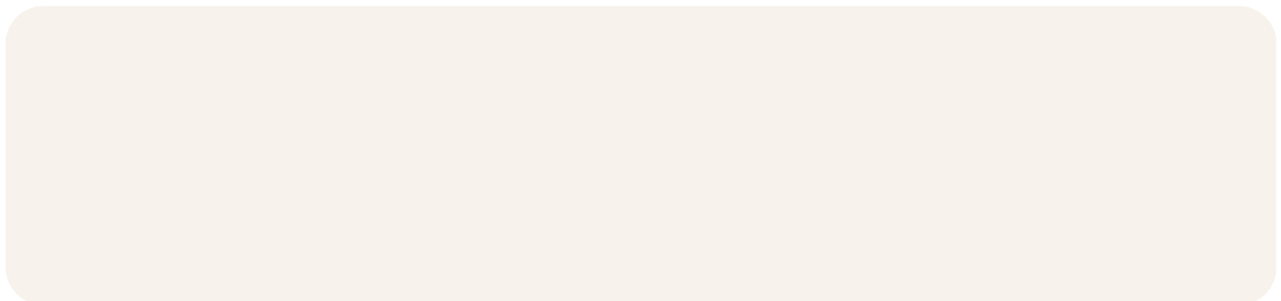
Why I'm Running (short paragraph or 2-3 sentence summary)



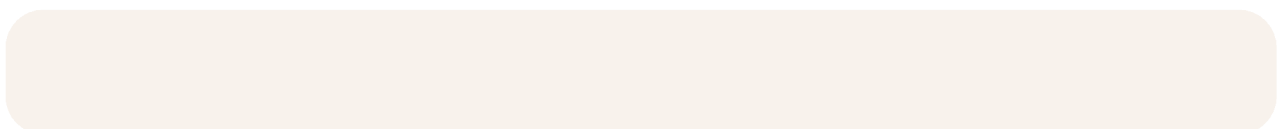
Top 3-5 Campaign Values / Priorities



Top 3 Issues I Want to Impact



One Sentence Campaign Motto or Message



Clarity Container

Your important stuff in one place.

Branding Details

Campaign Name (if different from your legal name)

Tagline / Slogan

Campaign Colors

Logo Status (in design / finalized / not started)

Website URL

Social Handles

Clarity Container

Your important stuff in one place.

Team at a Glance

Campaign Manager

Treasurer

Communications/Press Contact

Graphic Designer/Brand Lead

Top Advisors (Kitchen Cabinet)

Clarity Container

Your important stuff in one place.

Budget Basics

Initial Budget Goal

Launch Budget Secured? (Yes/No)

Fundraising Platforms Set Up?

First Fundraiser Date/Plan

Clarity Container

Your important stuff in one place.

Voter Information Snapshot

Estimated Voter Population in District

Number of Votes Likely Needed to Win

Turnout Rate in Last Similar Election

Target Number of Conversations / Voter Touches

Key Constituencies to Reach (Demographics or Groups)

Clarity Container

Your important stuff in one place.

Personal Readiness

Current Professional/Family Commitments

Weekly Time Availability for Campaign

Support System (friends, family, peers who are backing you emotionally/logistically)

Personal Grounding Practice or Affirmation

Favorite Quote That Keeps You Going

Personal “Why Now?” Statement

Things I’ll Need to Learn or Practice (Public speaking? Policy deep dives?)



Campaign Systems Setup: Your First 30 Days

**Grab a binder, print the lists, make it
happen. This is your playbook.**

Campaign Systems Setup: Your First 30 Days

DAY /

DATE /

CAMPAIGN CHECKLIST

Week 1–2: Lay the Foundation

Get Your Candidate Essentials in Order:

01	Secure your EIN (Employer Identification Number)	<input type="checkbox"/>
----	--	--------------------------

02	Open a dedicated campaign bank account	<input type="checkbox"/>
----	--	--------------------------

03	File your candidate paperwork with the appropriate election office	<input type="checkbox"/>
----	--	--------------------------

04	Read your local and state campaign finance laws (yes, all of them—take notes!)	<input type="checkbox"/>
----	--	--------------------------

05	Decide whether to run as a party-affiliated or nonpartisan candidate.	<input type="checkbox"/>
----	---	--------------------------

06	Sign up for the Ready to Run Newsletter at candidateschool.info , it aims to prep candidates, is focused on women, and it's FREE	<input type="checkbox"/>
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NOTES

Campaign Systems Setup: Your First 30 Days

DAY /

DATE /

CAMPAIGN CHECKLIST

Week 1–2: Build Your Brand

Start Building Your Brand & Messaging:

01	Clarify your “Why I’m Running” statement	<input type="checkbox"/>
----	--	--------------------------

02	Write your bio and collect any professional headshots	<input type="checkbox"/>
----	---	--------------------------

03	Identify your core campaign values and three to five issue priorities	<input type="checkbox"/>
----	---	--------------------------

04	Begin working with a designer or agency to create your campaign logo, colors, and typography	<input type="checkbox"/>
----	--	--------------------------

05	Purchase your domain and build a simple campaign website with a donations button and email sign-up	<input type="checkbox"/>
----	--	--------------------------

NOTES

Campaign Systems Setup: Your First 30 Days

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CAMPAIGN CHECKLIST

Week 1–2: Build Your Brand

Get Visible (Digitally):

01

Create your campaign email address

☐

02

Set up your social media accounts (start with Facebook, Instagram, and/or X/Twitter)

☐

03

Create a Linktree (or equivalent) for social bios

☐

NOTES

Campaign Systems Setup: Your First 30 Days

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CAMPAIGN CHECKLIST

Week 3–4: Activate Your Voter & Volunteer Engine

Secure & Organize Your Voter Data:

01

Contact your local or state party or election board to access your voter file

☐

02

Import it into your preferred tool (NationBuilder, VAN, or Airtable/Google Sheets)

☐

03

Identify key data points: voting frequency, party affiliation, age, location

☐

04

Segment voters by precinct or region and begin building outreach lists

☐

NOTES

Campaign Systems Setup: Your First 30 Days

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CAMPAIGN CHECKLIST

Week 3–4: Activate Your Voter & Volunteer Engine

Set Up Your Core Systems:

05

Choose and configure your outreach tools VAN/
MiniVan, Reach, Civitech, or Airtable)

☐

06

Choose your email platform (Mailchimp, ActionNetwork,
or Constant Contact)

☐

07

Connect donation tracking (ActBlue, Anedot, or
NationBuilder)

☐

08

Start a contact log: record conversations, yard sign
requests, donations, and volunteer interest

☐

NOTES

Campaign Systems Setup: Your First 30 Days

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CAMPAIGN CHECKLIST

Week 3–4: Activate Your Voter & Volunteer Engine

Start Assembling Your Team:

01

Identify or recruit a campaign treasurer (compliance +donations)

☐

02

Appoint or consider a campaign manager or lead volunteer

☐

03

Begin creating a list of trusted advisors or mentors

☐

04

Ask for an early endorsement from a local or state elected official

☐

NOTES

Campaign Systems Setup: Your First 30 Days

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CAMPAIGN CHECKLIST

Week 3–4: Activate Your Voter & Volunteer Engine

Build Early Momentum:

01

Announce your candidacy via email and social media

☐

02

Schedule your first house party or launch event

☐

03

Begin gathering email addresses and phone numbers from supporters

☐

04

Draft your first outreach script for door knocking, texting, or phone banking

☐

NOTES



The Next 60 Days: Grow, Organize, Mobilize

The Next 60 Days: Grow, Organize, and Mobilize

DAY /

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CAMPAIGN CHECKLIST

Weeks 5–8: Start Building Power

Deepen Your Message + Materials:

01

Finalize your campaign's core messaging: your story, your platform, your promises

☐

02

Write and practice a compelling stump speech

☐

03

Draft FAQ responses and talking points for hot-button issues

☐

04

Order campaign materials: yard signs, palm cards, doorhangers, banners

☐

05

Finalize your campaign brand kit: colors, fonts, photography, logo usage

☐

06

Develop a signature look for social media graphics and print pieces

☐

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

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CAMPAIGN CHECKLIST

Weeks 5–8: Start Building Power

Expand Your Digital Reach:

01

Build a content calendar for social media

☐

02

Schedule regular email updates to supporters (every two to three weeks minimum)

☐

03

Launch a “Meet the Candidate” video or introductory reel

☐

04

Begin tracking basic engagement metrics (open rates, clicks, shares, comments)

☐

05

Set up Google Analytics and Meta Pixel on your website for deeper data insights

☐

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

Weeks 5–8: Start Building Power

Host Events & Listen:

- 01

Host at least two meet-and-greets, town halls, or community forums

☐
- 02

Speak at local clubs, neighborhood associations, or civic group meetings

☐
- 03

Create a “listening tour” approach; take notes on community priorities and questions

☐
- 04

Practice answering questions clearly and calmly in front of groups

☐
- 05

Begin building relationships with local reporters and influencers

☐

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

DAY /

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CAMPAIGN CHECKLIST

Weeks 9–12: Mobilize Your People

Build a Volunteer Base:

01

Create a volunteer sign-up form (on your site and social media)

☐

02

Start calling/texting supporters to ask how they'd like to help

☐

03

Assign clear roles: social media help, data entry, canvassing, phone banking

☐

04

Schedule volunteer trainings (online or in-person)

☐

05

Create a private Facebook group or Slack channel to keep volunteers informed and motivated

☐

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

DAY /

DATE /

CAMPAIGN CHECKLIST

Weeks 9–12: Mobilize Your People

Start Field Work (Outreach!)

- | | | |
|----|---|--------------------------|
| 01 | Cut turf (target walk lists) using your voter data system | <input type="checkbox"/> |
| 02 | Knock on doors or phonebank weekly. Track all conversations | <input type="checkbox"/> |
| 03 | Prioritize high-turnout precincts and known supporters | <input type="checkbox"/> |
| 04 | Log every contact: voter ID, level of support, follow-up needed | <input type="checkbox"/> |
| 05 | Order clipboards, walk sheets, volunteer name badges, and literature bags | <input type="checkbox"/> |

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

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DATE /

CAMPAIGN CHECKLIST

Weeks 9–12: Mobilize Your People

Step Up Fundraising:

- | | | |
|----|---|--------------------------|
| 01 | Set a clear monthly fundraising goal | <input type="checkbox"/> |
| 02 | Hold a small-dollar fundraising event | <input type="checkbox"/> |
| 03 | Send targeted fundraising emails (with urgency and story-based ask) | <input type="checkbox"/> |
| 04 | Follow up personally with twenty-five top prospective donors | <input type="checkbox"/> |
| 05 | Thank every donor with a note, email, or call | <input type="checkbox"/> |

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

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DATE /

CAMPAIGN CHECKLIST

Weeks 9–12: Mobilize Your People

Build Endorsements & Relationships:

- | | | |
|----|---|--------------------------|
| 01 | Reach out to past elected officials, respected community leaders, and aligned orgs | <input type="checkbox"/> |
| 02 | Submit questionnaires to local political clubs and civic organizations | <input type="checkbox"/> |
| 03 | Collect testimonials from supporters and allies | <input type="checkbox"/> |
| 04 | Begin planning for earned media (letters to the editor, op-eds, local podcast interviews) | <input type="checkbox"/> |

NOTES

The Next 60 Days: Grow, Organize, and Mobilize

DAY /

DATE /

CAMPAIGN CHECKLIST

Weeks 9–12: Key Milestone by Day Ninety

You Should Have...

01

A recognizable candidate brand

☐

02

A functioning and active campaign website and social media presence

☐

03

A base of volunteers who are trained and activated

☐

04

A growing voter contact list

☐

04

A donor list with momentum

☐

04

A presence in your community that people are starting to talk about

☐

NOTES



Running Resources

There are loads of products and services created to help you run your campaign. Depending on the size of your campaign and the challenges you face, there's a combination that's right for you.



Print, Branding & Signage

Local Sign Printers

Most local print shops will customize yard signs, banners, and mailers with fast turnaround times. Look for ones with campaign experience or consider getting referrals from perennial local candidates.

Online Printing Options

Google is your friend as deals change all the time...search
Campaign sign printing and everyone offering deals will pop up first.

Merchandise

For great, union-made swag, look up Bright Blue Ink, out of Austin, Texas.

Electa

This branding agency specializes in helping women candidates build clear, powerful brands by aligning voice, vision, and visuals—so your website, printed materials, social media, and everything in between is working together to get you votes. (electaagency.com) Full disclosure, I own it.



Data & Analytics

Aristotle

Offers voter data, compliance tools, and campaign management software for local/state campaigns

Election Data Services, Inc.

Experts in redistricting, census data, and voter turnout analytics
(electiondataservices.com)

GoodParty.org

Empowers independent and underdog candidates with personalized voter data, AI-powered outreach tools, campaign strategy, and advisory support

Ngpvan.com

Popular fundraising and compliance reporting app

Civitech

They cover voter registration in targeted areas in creative ways, and also offer campaign management apps like Running Mate, which cater to three different levels of voter data management



Data & Analytics

FollowTheMoney.org

Tracks and analyzes state and local campaign contributions and independent expenditures

Party.Org

A new independent party model offering non-ideological support, candidate infrastructure, and resources.



Candidate Training & Skilling

She Should Run

Nonpartisan nonprofit inspiring and supporting women to consider a run

Vote Run Lead

Trains and equips women to run and win state and local races

Candidate School

Trains women how to be confident, grounded, skillful, and informed candidates. (candidateschool.info) (I am also affiliated with this company.)

Run for Something

Inspires, educates, and endorses candidates nationwide

Ready to Run Newsletter

Free weekly newsletter offering articles, lessons, and downloadable material to help women run and win. (Candidateschool.info) (I work here too.)

Emerge America

Recruits and trains Democratic women to run for office

EMILY's List / Run to Win

Focused on electing pro-choice Democratic women; offers fundraising & campaign support



Candidate Training & Skilling

Annie's List (Texas)

PAC providing training, funding, and endorsement for progressive Texas women

National Women's Political Caucus (NWPC)

Multi-partisan, grassroots training and support

Public Leadership Education Network (PLEN)

Provides seminars and leadership training for college-aged women

New American Leaders

Empowers immigrant women to run for elective office through training and support

Campaigns & Elections

This organization features a "consultant directory" under its resources tab

AAPC, American Association of Political Consultants

This site features a Find A Consultant tab



Campaign Finance, Fundraising & Compliance

Federal Election Commission (FEC)

Federal campaign financial rules, reporting, and contribution limits, research tools

FollowTheMoney.org

State-level contribution data and transparency tools

Political Consulting & Advertising

Political Marketing Agencies like Reach Voters offer messaging, digital strategy, targeted ads, and grassroots planning.

Top Consulting Firms

Full-service firms specialize in strategy, media production, and campaign operations. These would be budget busters for small races, but good to know about as you move up in rank.



Digital Tools & Election Security

CISA (Cybersecurity & Infrastructure Security Agency)

Offers guidance and resources to secure campaign and election systems

VAN (Voter Activation Network)

Used by many progressive campaigns, this powerful tool helps you manage canvassing, phone-banking, and voter outreach. Integrated with party data and easy for volunteers to learn

MiniVAN

The mobile companion to VAN—lets you cut turf and collect data while canvassing with your phone or tablet

Reach

Allows your supporters to identify and connect with their own networks who might be off your radar—great for relational organizing

NationBuilder

Combines voter data with website, fundraising, and communication tools. Great for organizing volunteers and sending targeted emails



Digital Tools & Election Security

ActBlue

Essential for managing donations. Simple to use and trusted by donors

Google Sheets or Airtable

Low-budget but effective tools for tracking outreach manually if you're not using a campaign CRM (Customer Relationship Management) tool. Airtable adds some automation and better layout options

Mailchimp or Constant Contact

For email blasts. Segment by issue or location and schedule consistent communication with your supporters

You're on your way!

I have a mantra I say when I'm not sure what to do next...

"I already have everything I need." I say this to myself, then I look up from what ever challenge I'm thinking about, look around the room I'm in, get up and walk... and with pure belief, I am sure that I will come to understand and see that I do indeed, have exactly what I need to make my next move. Maybe not a move that's down the road, but the very next move. I've got that covered. And that's all you need to know too. A campaign is simply one move at a time, even when it feels like there are a thousand moving parts, all you need to do is what ever is in front of you today, that's it.

"We will know it's working, not just by the laws that pass, but by the lives that improve."

"Tomorrow is a new day, with new energy, more resources, and the opportunity for great things to happen. Whatever you do, whatever you encounter, keep going, don't give up. Nothing is a forgone conclusion. And in the end, no matter how your elections turn out, you'll know that you gave it your all. And that's all you ever have to do.

I'm rooting for you, truly.

Thank you for your service.

Christy