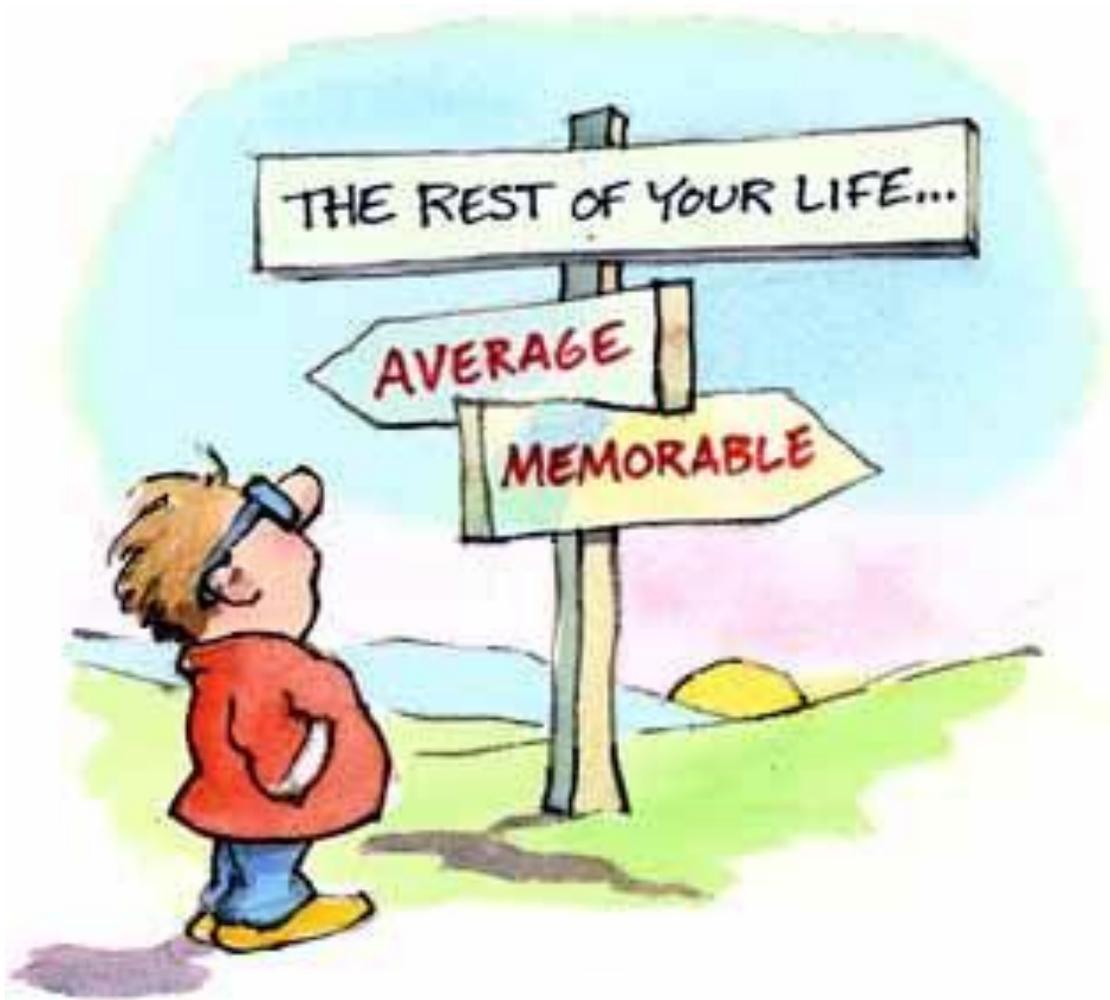


How to Run for Local Office

Deciding to Run





RUNNING FOR PUBLIC OFFICE

Step One:

Are You Ready?

Find out by taking this quick self-assessment quiz.

22) Have you considered what an opponent could easily find out about you by

a) completing a background check on yourself? Yes/No

b) conducting internet searches on your name? Yes/No

c) reviewing your social media sites for questionable content about yourself? Yes/No

d) ensuring your financial affairs are above scrutiny? Yes/No

23) Do you have one or more confidants you trust unquestionably with whom you can share your feelings and concerns (that are not privileged)? Yes/No

PERSONALITY COMPATIBILITY

24) Have you ever had an idea that took your sheer will and determination to build collaboration and support to implement? Yes/No

25) Can you work collaboratively with individuals with whom you don't agree? Yes/No

26) Are you at ease delegating tasks to others, allowing them to complete tasks within the parameters you've established? Yes/No

27) Do you generally listen to all sides of an issue or situation before making a decision? Yes/No

28) Would others describe you as making decisions within an appropriate time frame? Yes/No

29) Are you fairly self-confident? Yes/No

30) Are you comfortable
a) walking into a room and introducing yourself to strangers? Yes/No

b) speaking in public? Yes/No

c) answering both confrontational and supportive questions in public? Yes/No

d) communicating with media (radio, TV, newspaper, etc.)? Yes/No

e) using a wide variety of social media (Twitter, LinkedIn, Instagram, Facebook, Periscope, Hootsuite, etc.) ?

31) Would you describe yourself as resilient? In other words,

a) do you bounce back quickly from disappointment? Yes/No

b) can you let unfair comments by others to "roll off your back"? Yes/No

32) Are you able to keep calm in stressful circumstances? Yes/No



Nine in 15 is a nonpartisan grassroots initiative that aims to improve the quality of life in Northeast Florida by encouraging qualified candidates, particularly women, to run for public office and providing information to help them campaign successfully. The initiative also promotes the appointment of more women to public policy boards and commissions. In general, Nine in 15 works to raise public awareness of the unique contributions women make to political discourse and action and to address women's underrepresentation in elected and appointed positions.

Nine in 15 is not a formal organization and does not endorse or fund candidates. For more information or to be added to our mailing list, write info@Ninein15.com

Nine in 15 offers this self-assessment tool to help you determine your readiness to run for public office. These questions will help you think deeply about your choice and, should you decide to run, the challenges you may face and your ability to fast-track to success.

Research shows that women typically wait to be “invited” to consider running for political office. Even when they are, studies reveal, they tend to assume--often wrongly--that they are not qualified or have not had the right training to launch a campaign. Other research demonstrates that most candidates, male or female, lack deep knowledge about how to run a campaign and raise money successfully or even what type of experience a candidate should possess before launching.

This self-assessment tool can help you decide if you are ready to run for political office. Although it is designed with women in mind, men, too, may find it useful. It's meant to reveal strengths and weaknesses that can lead to campaign pitfalls and peaks: important information to have before you announce your candidacy.

Reflect on each question, answering yes or no. You may want to tally your affirmative and negative responses as you consider your options.

RELATIONSHIPS

1) Can you identify at least 50-100 people in your circles of influence in the following categories?

- a) close friends/family Yes/No
- b) business colleagues Yes/No
- c) casual acquaintances Yes/No

2) Can you list 50-100 people who may/will support your political race, financially or with volunteer time?

- a) financially Yes/No
- b) with volunteer time Yes/No

3) Have you identified someone who would be willing to chair your fundraising committee? Yes/No

4) Have you secured a campaign manager? Yes/No

POLITICAL AWARENESS

5) Have you thought through why you want to run for this particular office? Yes/No

6) Do you have a general strategy for how you might win your race? Yes/No

7) Have you conducted research

- a) about the specific political position you are seeking? Yes/No
- b) by pulling the public records of the current public official whose office you may fill to study the donations and voting record? Yes/No
- c) by learning about the demographics as they align to party affiliation of the district in which you would run? Yes/No

8) Have you had any training in how to run a political campaign? Yes/No

9) Have you been visible in your community by

- a) serving on a non-profit board or in a similar position? Yes/No
- b) having been appointed by a governmental official to an agency or commission? Yes/No
- c) having been elected to a position in your community by friends and colleagues? Yes/No

10) Have you been involved in a controversial issue in your neighborhood or area of interest

- a) that generated widespread public interest? Yes/No
- b) were you able to influence the public with your judgment and effective communication on an issue? Yes/No

11) Have you ever participated in a zoning or other controversy where you appeared before an elected or appointed body? Yes/No

12) Are you deeply interested in changing broad issues in Jacksonville in addition to being committed to specific issues you want to see changed? Yes/No

13) Do you keep informed about political and controversial issues through various media daily? Yes/No

14) Have you observed a City Council (or other political entity) meeting in person or do you regularly watch meetings on TV (or follow through media outlets) if you cannot attend? Yes/No

15) Have you

- a) volunteered on any political campaign(s)? Yes/No
- b) enjoyed the campaign experience? Yes/No

16) Are you a regular voter? Yes/No

PRIVATE CONSIDERATIONS

17) Is your company, boss and/or supervisor supportive of your desire to run for public office? Yes/No

18) Are your husband, children and other family members supportive of your desire to run for public office? Yes/No

19) Are you able to invest financially in your own candidacy? Yes/No

20) Have you thought about the impact running for and serving in public office will have

- a) on your personal obligations? Yes/No
- b) on your ability to maintain a balanced life while in office? Yes/No

21)) Are you able

- a) to be active and prepared for meetings covering a variety of complex materials without much difficulty? Yes/No
- b) to integrate into your schedule the amount of reading and research necessary to be effective in office? Yes/No



SELF ASSESSMENT¹

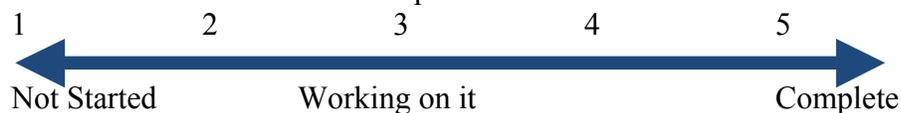
Conduct the self-assessment below to evaluate where you are now and to think through some of the work you will have to do to get the support you need to organize an electoral campaign. Below is a list of tasks you will have to complete in order to run for office. Rate your level of preparedness for each task on a scale of 1 (have not yet started task) to 5 (task is complete).

Step 1: Quantitative Assessment

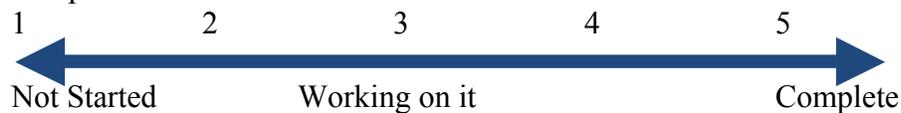
1. I know why I want to run for office.



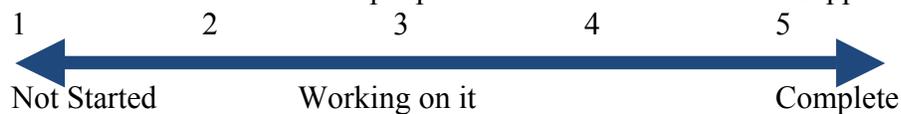
2. I know what I want to accomplish while in elected office.



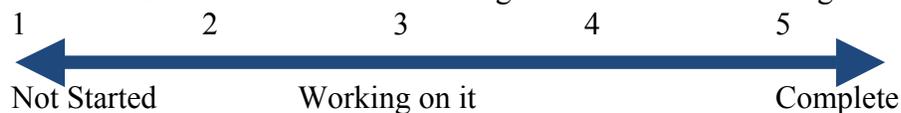
3. I can accurately describe the social, economic and demographic breakdown of the area I hope to represent.



4. I have a list of at least 10 people I can contact for financial support.



5. I have estimated the costs of running for office in a draft budget.



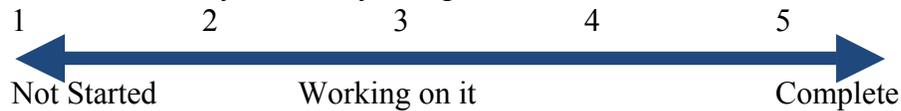
6. I have developed contacts with the relevant print, broadcast and social media.



¹ Adapted from NDI's Regional Campaign School Middle East and North Africa Module #11: Getting on a List

Not Started Working on it Complete

7. I have conducted an assessment of my likely opponent(s) in terms of their positions on key issues, how many votes they will get and their financial resources.



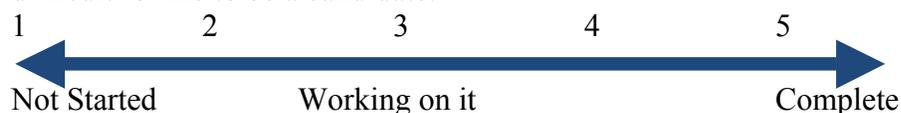
8. I have conducted a voter analysis of the area and have identified the priority issues and the positions that the majority of voters take on them.



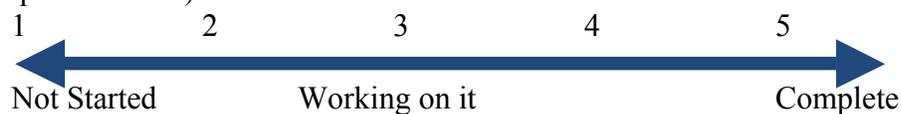
9. I have conducted a vote count for the area and determined that there will be sufficient votes for me to be elected.



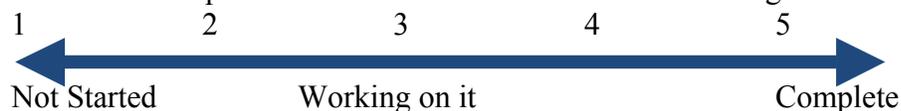
10. I have addressed all financial, personal or legal issues (problems) which would make it difficult for me to be a candidate.



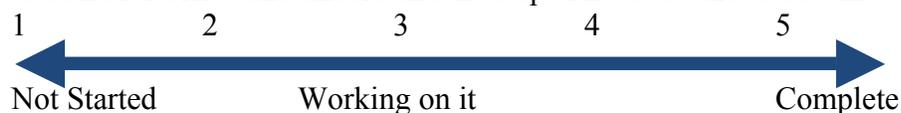
11. I have written down my biography (description of personal and professional experience, and qualifications) and it is accurate.



12. I have considered the potential impact of running for office on my personal and professional life and have a plan for how I will make the time to run a rigorous campaign.



13. I know the rules and regulations affecting this election and have determined that I am eligible to stand for office and understand the steps I need to take to become a candidate.



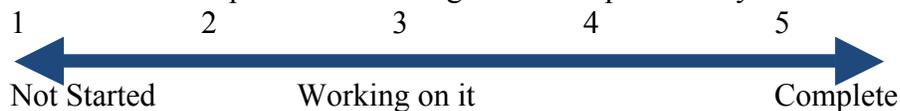
14. I have strong support in the area, and am well-known in and well-connected to the local community.



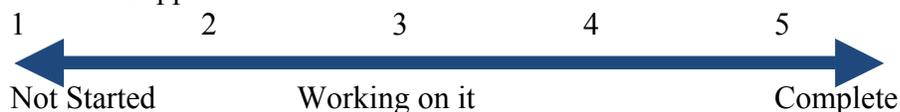
15. I have a message and positions on issues which are relevant and appealing to voters.



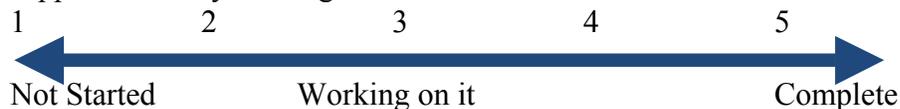
16. I have developed close working relationships with key decision-makers in my political party.



17. I have a constituency of grassroots party activists and leaders in my party who will support me by serving on my campaign team, providing resources, or using their influence to persuade others to support me.



18. I have had discussions with my family so that they understand the time commitment and incursions on privacy and family life that my running for office will require, and they are supportive of my running.



19. I am adequately prepared and trained on public speaking and voter contact.



20. I have a group of trusted advisors.



Step 2: Qualitative Assessment

Answer the following questions, in your own words:

1. Why do you want to run for office?

2. What ideas or experience would you bring to elected office that is new, different or better?

3. Can you name three things that you want to work on or accomplish while in elected office?

Step 3: Qualitative Analysis

Review your answers to the questions above. Is the language you have chosen more about you, or more about the people you hope to serve while in office and/or the benefits you hope to bring to them?

If you had only 30 seconds or less:

Could you use these words to make a case to a party leader why you should be selected as a candidate in a winnable position? If not, what changes would you make?

Could you use these words to explain to a potential donor why they should contribute to your campaign? If not, what changes would you make?

Could you use these words to explain to a voter why they should support you? If not, what changes would you make?
