

# Anyone Can Run



**March 20<sup>th</sup> 2007**

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# Tonight's Trainers



Arshad Hasan  
DFA Training Director  
Night School Host



Elesa Gayman  
Iowa Representative



Ty Harrell  
North Carolina Representative



Maria Chappelle-Nadal  
Missouri Representative



Irene Wrenner  
Essex, VT Select Board

2 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# A Message from Our Founder

In my mind, voting gets you a D....To get an A+, you have to run for office yourself....If ordinary Americans like you don't run, people from the right wing will.

-Howard Dean



3 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# DFA Can Help

- Recruiting grassroots candidates
- Training candidates, staff and volunteers
- Endorsements and funding



4 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Goals of this Session

- 1) Prepare you to run for office
- 2) Have 10% of this call's participants run for local office

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Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Rep. Elesha Gayman

Iowa State House District 84

- Elected in 2006
- Represents Davenport, IA
- Youngest woman ever to serve in the Iowa Legislature
- [www.eleshagayman.com](http://www.eleshagayman.com)



Iowa State Capitol

6 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Why You? Why Now?

- A political and a personal decision
- Others will believe in you when you believe in yourself
- Provide a contrast
- Have a compelling story



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Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Maria Chappelle-Nadal

Missouri State House District 72

- Elected in 2004
- Represents St. Louis
- DNC At-Large Member
- [www.maria2006.org](http://www.maria2006.org)



Missouri State Capitol

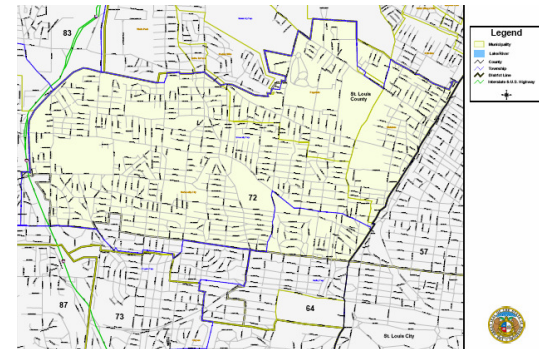
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Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Know Your District

- What is the political climate?
  - Previous election results
  - Demographic makeup
  - Important issues
- Who are your likely opponents?
- Build coalitions of different constituency groups



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Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Ty Harrell

North Carolina State House District 41

- Elected in 2006
- Represents just outside Raleigh, NC
- Fundraiser for Howard Dean in 2003 & 2004
- [www.votetyharrell.com](http://www.votetyharrell.com)



North Carolina State Capitol

10 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Building Networks and Fundraising



- Start saving business cards
- Establish relationships with institutions and opinion leaders
- You are your campaign's best fundraiser
  - Start with family, friends and business colleagues
  - Expand your network outwards
- Know the law

11 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Irene Wrenner

## Essex, VT Select Board Member

- Elected in March 2007
- Represents Essex, VT
- Grassroots community organizer
- DFA volunteer
- [www.votelevywrenner.org](http://www.votelevywrenner.org)



Essex, VT Town Offices

12 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Don't Just *Stand* for Office, *RUN*

- No one is entitled to office
- Voters decide the election; Talk to them directly
- Be involved in the community
  - Join local civic and political groups
  - “90% of life is showing up”
- Write a campaign plan



13 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Things to Research



- 1) Are you eligible?
- 2) How do you get on the ballot?
- 3) What are the important deadlines?
- 4) What are the relevant campaign finance laws?

14 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# Homework

- Research the requirements for getting on the ballot for an office in your area.
- Recruit someone to run for office – How about you?
- Email us at [field@democracyforamerica.com](mailto:field@democracyforamerica.com) and let us know if you decide to run.

15 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



# DFA Training Academy

*Night School Summer Semester begins in June*

Why wait? Attend a DFA Training Academy weekend training near you:

[www.democracyforamerica.com/training](http://www.democracyforamerica.com/training)



*Get in on the discussion – The Night School Blog:*

[www.dfalink.com/nightschool](http://www.dfalink.com/nightschool)

16 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)



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17 Questions? Email [training@democracyforamerica.com](mailto:training@democracyforamerica.com)

