



BEFORE YOU KNOCK A SINGLE DOOR

THE FIRST-TIME CANDIDATE LAUNCH CHECKLIST

The 20 things to lock down in your first two weeks.

Running for local office for the first time is overwhelming because no one hands you the order of operations. Here it is. Work top to bottom. If you can check these off, you're ahead of most first-time candidates in your race.

WEEK 1 / FOUNDATION

- ☐ **Confirm you're eligible & filed.** Residency, deadlines, signatures, filing fee.
- ☐ **Read the rules.** Contribution limits, reporting dates, and disclaimers, straight from your election authority.
- ☐ **Calculate your Win Number.** Votes cast last comparable election $\times$ your target %. This drives everything.
- ☐ **Write "why I'm running"** in one sentence a neighbor would repeat.
- ☐ **Pick 3 issues.** Ones you care about, the office controls, and voters feel.
- ☐ **Open a dedicated campaign bank account.**
- ☐ **Make your first money list.** 25 people you'll personally ask.
- ☐ **Get a good headshot.**
- ☐ **Claim your name.** Simple website + social handles + email signup.
- ☐ **Get a voter file / list** from your county, state, or party.

WEEK 2 / LAUNCH

- ☐ **Announce publicly** with your one-sentence why.
- ☐ **Make your first 10 fundraising asks.** Out loud. Specific amounts.
- ☐ **Recruit your first 3 volunteers** with specific tasks.
- ☐ **Order palm cards & yard signs.**
- ☐ **Build your target voter universe.** Base, persuadable, skip.
- ☐ **Set your weekly contact goal** from your Win Number math.
- ☐ **Write your 60-second door script** and practice it out loud.
- ☐ **Knock your first 50 doors.** Yes, this week.
- ☐ **Set a fixed weekly planning hour.**
- ☐ **Send thank-you notes** to your first donors and volunteers.

The mistake almost everyone makes: spending weeks on a logo and website while avoiding the two things that actually win, which are asking for money and talking to voters. Do the uncomfortable things first.

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Ready to run the **whole campaign** this way?

The First-Time Candidate Campaign Starter Kit turns this checklist into a complete, ready-to-use system: your Win Number calculator, a 90-day plan, door & phone scripts, a call-time fundraising script + donor tracker + budget, volunteer and GOTV tools, and a weekly command center. 17 pages. Print or type in, use it start to finish.

Get it at: stoneforgesolutions.com/run-for-office

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