

Rolodexing Tips

- Rolodex your candidate as soon as possible, but don't expect to get a complete rolodex right away. It will make starting the campaign much easier and save so much time. Many candidates wish they had collected more contact information before they ran for office.
- The best contact information to have is phone number, email, home address in that order. Try to have at least one form of contact information for everyone.
- This should be a living document that is updated regularly as the candidate remembers more people and more people join the campaign.
- When you make a real rolodex for your campaign make it in a spreadsheet.
- If you make it in a Google Sheet and put the app on your phone/candidate's phone you can update it easily whenever you meet someone new.
- Your holiday card list and your friends on social media are a great place to start your rolodex.
- Everyone you know goes on the rolodex, even if you don't have their contact information. If you find yourself with a contact who has missing information try to find that information before you announce your campaign.
- Go deep when you're rolodexing: parent's friends, grade school acquaintances, former teammates, children's friend's parents, sorority sisters, former colleagues, etc.

Example rolodex spreadsheet:

	A	B	C	D	E	F	G	H	I	J
1	Where did you meet?	First Name	Last Name	City	Job	Email	Phone	Expected contribution	In district?	Notes
2	Mom	Jane	Doe	Chicago	Retired	mom@fake.com	847-555-9008	\$1,000	No	
3	Dad	John	Doe	Chicago	Retired	dad@fake.com	847-555-9009	\$1,000	No	
4	Through friends	Anna	Holmes	Cary	Small business owner	anna@fake.com	919-555-6782	\$200	No	Volunteered for Hillary, would not doors
5	Fomer colleague	Pete	Russell	Raleigh	Attorney	pete@fake.com	919-555-9549	\$5,200	Yes	
6	Dem party meeting	Greg	Baker	Raleigh	Retired	greg@fake.com	919-555-8764	\$200	Yes	Ask to volunteer
7	Dem party meeting	Hannah	Jergens	Cary	Baker	hannah@fake.com	336-555-5836	\$250	Yes	
8	Lillian's List event	Jessica	Porter	Raleigh	Stay at home mom	jessica@fake.com	(919) 555-2673	\$1,000	Yes	Ask to host fundraiser
9										
10										

Rolodexing Interview: Ask the candidate questions designed to jog her memory about former acquaintances. Go in chronological order from childhood to adulthood. Keep the conversation light and low pressure so she will be better able to remember people. If she gets stuck, move on and come back. Plan for multiple rolodexing sessions.

Example Questions

When you were born, who did your parents tell they'd had a baby? Who do you remember from elementary school? Middle school? High school? Who were your neighbors as kids? What after school activities did you do? Who babysat you? Which of your parents friends were around when you were young? Are you still in touch with any teachers you had? What church did you attend as a child? Who are your parent's friends? What jobs did you have in high school? Who came to your high school graduation party? What clubs were you in in college? Who lived in your dorm or apartment complex?