

***What are the best time management best practices/ideas if you work full time/are a mom?  
How/when is a good time to do campaign work?***

- At Lillian's List we believe that no two campaigns are alike and each one should be run in the way that best suits the needs of the candidates. The way you organize your campaign likely won't look like another campaign because it should be unique to your abilities. Here are some best practices:
  - Every campaign **MUST have a digital calendar** that all of the important people (candidate, candidate's romantic partner, manager, other staff) are able to access. Everything in the candidate's life goes on the calendar, even time she blocks out to spend with family. Time blocked off with family should be seen as a time not to be bothered by campaign staff. Campaign time should be seen by the candidate's personal circle as time not to interfere. This is the best way to balance the candidate's time and ensure all of the necessary campaign activities are given space.
  - Most campaign events are in the evening. You will be invited to more events than you should attend. Always think, "**if I say yes to this event will I be accessing new donors or voters I have yet to reach?**" If the answer is yes then it may be strategic to attend. No campaign is won or lost based on one event invitation, you do not have to agree to everything. Expect to go to a few events in the evening per week. Also try to find a **campaign surrogate** who can attend things in your place. Surrogates should be outgoing and ready to introduce themselves to people and talk about your campaign.
  - Some candidates rearrange their work schedules so they can open up different times of day than before they were running.
  - Campaigns with larger staff sometimes use digital project management tools. Others stay on track with regular check-ins, shared Google Suite tools, or other systems. Regular check-ins with high level staff are strongly recommended.
  - It is important to have as much support in your personal life as you do in your campaign life. Many candidates at the beginning of their campaigns rearrange their typical home duties to give them more time to campaign. Evaluate what your typical household responsibilities are and what can be taken over by other members of your household, neighbors, parents, etc. You do not have to do everything! **Get used to delegating!**
  - Be honest with yourself and everyone in your personal life that you will need to be almost entirely campaign focused in the weeks leading up to the election.

***Can you please share the appropriate frequency to reach donors? Should the frequency increase or decrease by donor group and or projected donor amount?***

- Before you resolicit you need to ensure that each donor has received a **thank you note**. Develop a process for your thank you notes that ensure they are sent out on a regular (usually weekly) basis. This should not be the candidate's responsibility unless there is a major donor deserving of a personal touch. A staffer or volunteer should be appointed to

run this process and ensure the candidate knows when she needs to reach out to thank someone.

- Every 4-6 weeks you should give your donors a new reason to donate. New events, new promotions, new data about why you can win, new needs to pay for on the campaign. When you have an organized calendar then you can begin planning these waves of outreach.
  - You may segment some of these asks to different groups or decide not to. It is good to evaluate your different donor circles when you're beginning a new ask and see if it is a compelling message. Expect trial and error!
- Pay attention to other campaigns or charities and the different reasons they give for why they are asking for donations. This will help you come up with new ideas.
- This strategizing should be encapsulated in your campaign plan. This strategizing should be developed with the candidate, manager, and/or fundraising chair or advisor. After the plans are in place campaign staff should follow through on the plan and advise the candidate on how they need her to ask for donations. The candidate is not responsible for enacting every aspect of the fundraising strategy.

***When asking for a donation, do you actually ask for a specific amount?***

- Yes, always!
- **It is the staffs' responsibility to prepare call time for the candidate.** Her staff should gather lists, do donor research, prepare scripts, etc and all the candidate should ideally do is walk in and start calls.
- Call list should be prepared with the donor's history and a dollar amount the candidate should ask for. The candidate should not be pulling dollar amounts out of the air mid-call.

***How do we deal with the possibility/risk of burning bridges? How you make sure that the pressure, long hours, and the stress of a campaign does not jeopardize your relationships with your close ones (kitchen cabinet)?***

- It's tough, campaigns can be stressful. It's important to remember that a lot of your help is volunteer and volunteers tend not to or don't always prioritize their volunteer work. That is not necessarily a bad thing! It is important to treat your campaign like a workplace even if it is being run out of your home. It should be a professional operation which may require you to compartmentalize your relationships with the people on your team. You need to set clear expectations with your staff, provide guidance and room for improvement, establish chains of command, and meet people where they are.
  - If someone has dropped the ball and needs to be spoken with, approach it like you would a conversation in your workplace, even if that person is a close friend.
- When it comes to your personal circle we always advise you to trust your instincts with how best to communicate with them. You are also not required to have everyone in your life needs to be on your Kitchen Cabinet. That should only be people who will 1) be helpful and 2) have the capacity to be helpful. Try assessing someone's capacity before you assign them a volunteer role.
- Lastly, it is safe to expect there will be ups and downs with your relationships to the people helping you run. Anecdotally, it is pretty common and campaigns are high stakes.

There is typically a honeymoon period in the early days, a rough patch, and then the team comes together with a lot of strength before the election.