



**Lillian's List**  
TRAINING

**Future Candidate Training**

Prepare for your political future.

# Agenda

- Lillian's List 101
- Goals for the training
- Candidates 101
- Building Your Network
- 12pm-1pm BREAK
- Fundraising

Tuesday

- Compliance

**Plenty of time for questions at both trainings!**

# About Lillian's List

Recruits, trains, and supports women who are champions of reproductive freedom and gender equity running for office in NC.

Trains women candidates (running at all levels) and campaign staff and volunteers of all genders to run any level of campaign.

New program to recruit women to run at the local level headed by Jessica Holmes.

Lillian's List PAC endorses and funds women at the General Assembly and Council of State levels. These are our Featured Candidates.

# Trainer - Devon Roberts

Conducting the Saturday and Tuesday sessions

Former fundraising staffer on Congressional campaigns in MI, KS, and IA

Training Director

Six years at Lillian's List

A fun, nice person

**Enjoys talking about campaigns so please feel free to reach out.**

# Training Alumni

As a way to further certify the candidates we work with we are excited to offer all Future Candidate Training Alumni who file for office a stamp of completion for our training for their campaign websites or endorsement pages. **Please email me when you've filed to receive the logo.**



**Lillian's List**  
TRAINING ALUM

# Resource Center

On Wednesday you will receive the link to the **Future Candidate Training Resource Center**. This center is password protected and the information is meant only for alumni of this training. **Please do not share this information.** You will be subscribed for two years.

Contains: copy of slides, worksheets, and the Social Media and Personal Narrative webinars.

Social media webinar conducted by former Commissioner of Agriculture candidate **Jenna Wadsworth** and personal narrative is conducted by **Irene Godinez**.

# Candidates 101

Lillian's List 2020 Featured Candidates

VOTE NOVEMBER 3RD!



A grid of 50 candidate portraits, arranged in 5 rows and 10 columns. The portraits are set against a background that transitions from brown at the top to purple at the bottom. The text 'Lillian's List 2020 Featured Candidates' is written in white on the brown background, and 'VOTE NOVEMBER 3RD!' is written in white on the purple background.

# Two jobs of a candidate

- 1) Talk to voters
- 2) Raise money

The manager's role is to create systems so the candidate can raise money and talk to voters.



# Traits of a good candidate:

1. The ability to seek out information you need.
2. The ability to delegate.
3. LOTS of time.

# Imposter syndrome

- Doubting your abilities or feeling like a fraud
- Common among high-achieving people
- Very common among candidates

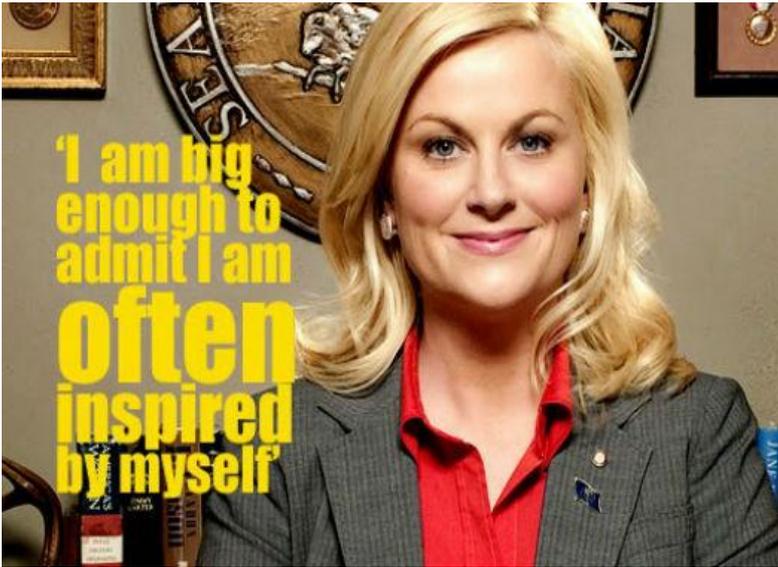
It's ok, you're not alone!

Do your best not to compare your campaign to other campaigns.

“Just like anyone else, you have insecurities. 'Cause everyone has them. And no matter how high and great and wonderful you get, there's still something will make you worry.”

- Paul McCartney on imposter syndrome

# Candidate Pipeline: The path towards higher office



1. Local government
2. City Council
3. Department of the Interior
4. Governor of Indiana

# Candidate Pipeline: The path towards higher office

## Congresswoman Alma Adams

1. Greensboro School Board
2. Greensboro City Council
3. State Legislature
4. US Congress



## Vice President Kamala Harris

1. District Attorney
2. Attorney General
3. US Senate
4. Vice President



**66/100 counties in North Carolina have  
0 or 1 woman serving on their  
County Commission.**

# Rolodexing



# Setting the stage - Building your network

**Goal of training:** Providing ways to grow your network before you run for office to have a wider circle of volunteers, donors, and voters.

Be visible on the zoom call if you'd like!

There will be collaborative portions.

Make sure to have some way to write things down.

**No candidate runs alone.**

**The purpose of rolodexing is developing a personal circle donor/helper group that other candidates don't know or can access.**

# Core Team or Kitchen Cabinet

Successful traits of a kitchen cabinet

1. Local but not necessarily in district
2. Distinct networks from candidate
3. Political experience (fundraising, field, or connections)
4. Availability
5. Willingness to learn (Most important! No one is an expert day one.)
6. Diverse

Your kitchen cabinet should reflect your specific needs.

Take a couple minutes and write down the first 10 people who come to mind.



# Common Kitchen Cabinet Duties

- Emotional support
- Provide local insight
- **Expands the candidate's networks**
- Helps raise money
- Helps with website
- Manage social media
- Promotes via social media
- Strategize with candidate
- Forum prep with candidate
- **Helps in the candidate's personal life**

# **Core Team/Kitchen Cabinet** (2-3 people in each category)

- 1. Emotional support**
- 2. Good with money (organized with money, not just a rich person)**
- 3. Good at communications (press and/or editing and/or social media)**
- 4. Understanding of politics/or political experience**
5. Manager - (depending on size of race this is a paid position) You don't need to list this, this can come later.

# Treasurer - very important!

- Handles the income and disbursements and ensures all of the legal financial requirements are being met.
- **Legally** every campaign needs a Treasurer who is **certified** by the State Board of Elections.
- Treasurer must attend a training hosted by the State Board of Elections to become certified and have their name designated with the candidate's filing paperwork.
- In an active campaign the Treasurer should **NOT** be the candidate, candidate's spouse, or campaign manager.
- The candidate and manager should also know the rules and regulations.
- If you're raising more than \$50k hire a firm.

# Exercise

We will be listing our networks and this will be the basis for the rest of this morning's training.

## Reminders

1. No pressure! This is about growing your network so if your list doesn't look like someone else's that's ok.
2. Don't expect to remember every single person you know right away today.
3. Your rolodex is a living document
4. Every campaign team looks different and should be based on the needs/skills of the candidate

# Groups you're involved with

What is a group? Formal or informal?

Formal could be your sorority, informal could be your high school friends. Both count.

1. 3-5 groups you're very involved with
2. 3-5 groups you're semi involved with
3. 3-5 groups you wish you could participate in if you had all the time in the world

(Whatever involvement means to you in your life.)

# Examples

- Friend or family groups
- Professional groups
- Quarantine pod
- Neighborhood groups
- Hobby groups
- Social media groups
- Volunteer organization
- Clubs
- Parent groups
- School groups (alumni associations, PTA, children's friends parents)
- Inside and outside of the state
- Faith groups

# Discussion

- What were some of the groups you listed?
- Was there something that you listed that you have never thought of as a “group” before?
- Did anyone feel like they need more groups? What tips may you have for each other to find networks?
- Knowing that the groups you participate in help you politically, are there any you would like to become more involved in?
- Do you feel like your groups overlap networks too much?

# Start your rolodex

Step 1: List 3 people from each of the groups you are involved with.

- Must be people you have some form of contact information for. Feel free to scroll through your phone to boost your memory.

Step 2: Next to everyone you've listed, write down how much money you would ask them to donate to your campaign.

- Add up how much you raised.

# Discussion

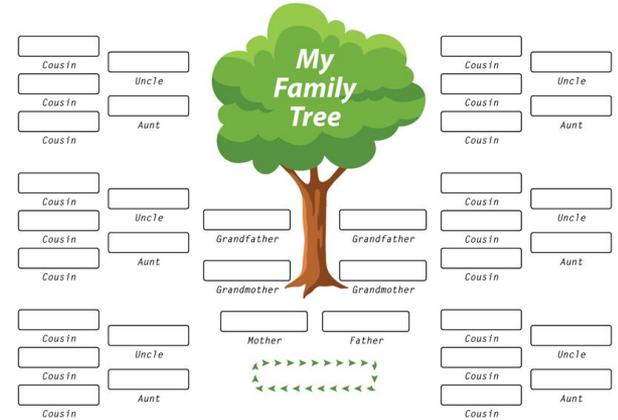
- What did this exercise teach you about your networks?
- Where do you feel your strengths are in your networks?
- Do you have any questions for the group about growing your networks?

Collect business cards, add people on social media, join social media groups for your hobbies, update your rolodex often, requests member lists of groups you're a part of, be outgoing, join groups you don't mean to be super involved with...

# Rolodexing tools

# Start from the beginning

- 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?
- 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?
- And on and on...



[www.FreeFamilyTreeTemplates.com](http://www.FreeFamilyTreeTemplates.com)



# Resources (don't make this hard on yourself!)

- Family Tree
- Spouse's network
- Rolodex your parents, siblings, close friends, etc
- Social media
- Yearbooks
- Alumni networks, sororities and fraternities
- Invitation lists (bat mitzvah, quinceañera, grad party, wedding, baby shower...)
- Holiday card list
- Neighborhood association membership
- Clubs and hobby groups
- Volunteer organization

# Tips for rolodexing

- Make your rolodex a Google doc you can access from all devices.
- Don't put pressure on yourself, it won't help your memory.
- Go slowly rolodexing yourself, budget a lot of time
- Rolodex in stages on different days in case more people remembered
- Rolodex the candidates spouse, parents, siblings, and closest friends
- Crowdsource contact information if necessary
  - Work with your partner/sibling/parent to help jog your memory
- Be organized! Spreadsheet!

	A	B	C	D	E	F	G	H	I
1	<b>Where did you meet?</b>	<b>First Name</b>	<b>Last Name</b>	<b>City</b>	<b>Job</b>	<b>Email</b>	<b>Phone</b>	<b>Expected contribution</b>	<b>In district?</b>
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
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
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
9									
10									

# Questions?



**See you back here at 1pm for Fundraising!**

# Fundraising

I promise you will get good at it!

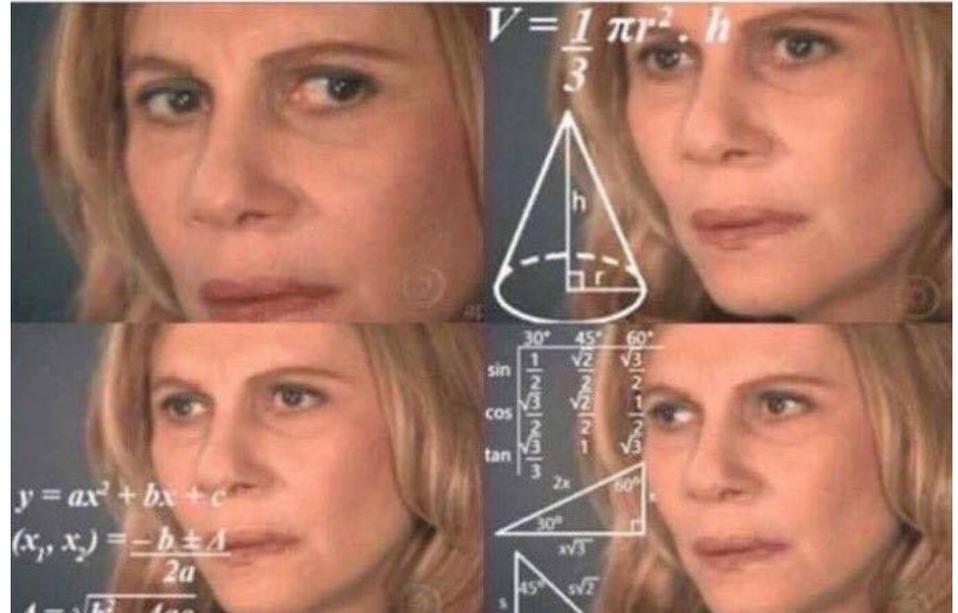


# Agenda

- It's ok to be nervous!
- Budget and timeline
- Donor circles
- Multi-channel fundraising
- Making the ask
- Team effort

## It is normal to be

- Confused about where to find the money you need to raise
- Nervous to ask for donations from your friends and family
- To feel like you are asking for money for yourself
- To feel overwhelmed by your fundraising goal
- To not enjoy fundraising



**Donating to a political candidate's campaign is another form of political involvement like voting or canvassing.**

**Donating to a political candidate's campaign is investing in the future of a community.**

**Donating to a political candidate's campaign is investing in shared values.**

**Political donations are reinvested back into the community.**

# Budget and Timeline

Write your budget before you decide how much money to raise.



**SCHOOL BOARD**

**\$200 - 6,000**

**CITY COUNCIL**

**\$2,000-20,000**

**MAYOR**

**\$30,000-550,000**

**COUNTY  
COMMISSIONER**

**\$20,000-150,000**

**NC HOUSE**

**\$250k - 550k**

**NC SENATE**

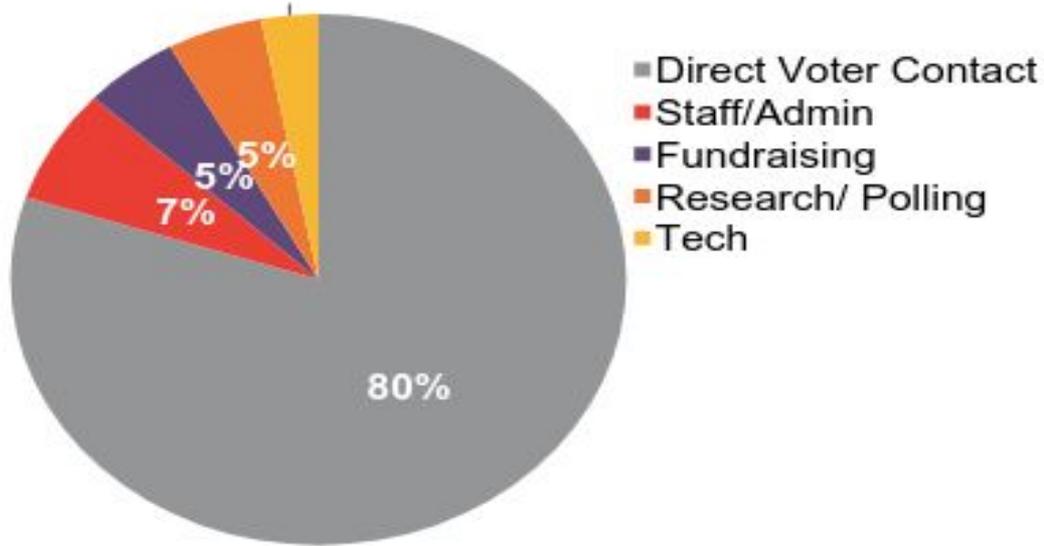
**\$500k - 1mil**

**COUNCIL OF STATE**

**\$500,000 - 1,500,000**

# Be thrifty, pay attention to your budget

## Campaign Budget Breakdown



## Direct Voter Contact

- Mail
- TV ads
- Yard signs
- Digital ads
- Palm cards/literature
- Radio ads
- Print ads

There will be a sample budget in the resource center.

# Budgeting Tips

- Draft a **high, medium, low** budget - fundraising is hard to predict
- If you're raising more than \$25-30k include at least a stipend in your budget for your staff.
- Rewrite your budget if you need to
- Get quotes from vendors before you commit
- Research campaign expenditures from other campaigns via the Board of Elections
  - Look for a race similar to yours in a similar year
    - Running in 2022 -> look at 2018
  - Look at candidates who won and lost and how they spent their money
  - Look for vendors that you can also use
- Determine what is a high-dollar donation for your campaign

# Timeline

**\*\*Divide campaign timeline into 3 distinct time periods\*\***

## 1. Getting set up

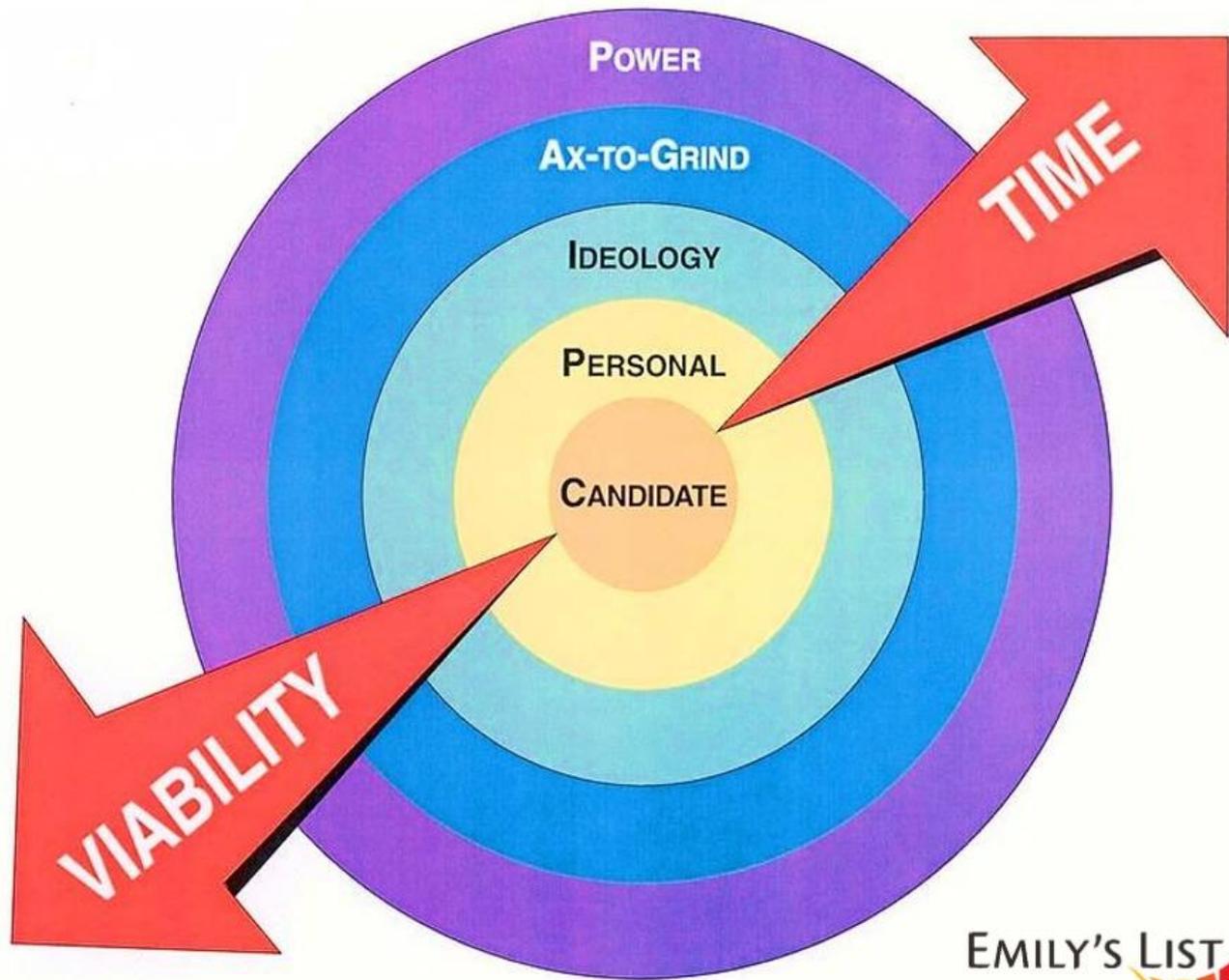
- Database, website, email address, digital calendar, social media accounts
- establish committee with state board, hire compliance firm or find treasurer
- Campaign team (kitchen cabinet, manager, volunteers)
- Logo, headshots, business cards/walk cards, letterhead, post cards
- Campaign plan (budget, fundraising plan, field plan)
- Introduce candidate to the community

## 2. Building period

- Raise money and reserve resources for final push, limit costs to bare necessities, adjust budget as needed
- Reach persuasion voters and drum up support among known progressive voters
- Work on key endorsements
- Additional staff necessary?

## 3. Sprint to finish

- GOTV - Get Out The Vote
- Every spending decision should increase voter contact and mass communication
- Ignite your donor and volunteer network to maximize GOTV efforts
- Spend to zero!



# Questions?

What are different ways we raise money?

# Multichannel fundraising: reaching out to the same pool of donors via multiple mediums



# Contact information

- Deeply important to gather as much as possible before you are a candidate
- Try to have phone **number, email, and address** for everyone but one form is good too.
- Calling people at work is usually ok but not healthcare professionals, teachers, or people with assistants
- Everyone will eventually be contact in as many ways as you possibly can

# Email fundraising

- NGP (very common campaign database) or MailChimp
- Have a schedule and plan for who will draft, proofread, and send
- Lower ROI than you'd expect
- Just YOUR personal email address list when you start
- Consider a newsletter of some sort
- Vary what time of day you send your emails
- Unsubscribers are normal for every email
- **Be very mindful of your tone**
- Read other campaign emails for ideas

# Create a sense of urgency

- “We need to raise \$500 by tomorrow to reach our monthly goal. Will you donate \$25, \$50, or \$100 today to help me reach my goal?”
- “Our opponent just came out as anti-choice. Will you donate \$20 today to make sure I can defeat him?”
- “We’ve had 80 individual donors this month, will you help us reach 100 with a donation of \$5 today?”
- “We just got word our opponent is going up on TV. Will you donate \$50 TODAY to help me share my TV ad across the district?”

**Always ask for a specific dollar amount.**

# Call Time Basics

- **Single best way to raise money.**
- Make yourself comfortable.
- Set priority calls
- Keep a strict schedule, call time is sacred.
  - Build in time to prep call lists and draft new scripts.
  - Write the scripts to appeal to the donors.
- Make it easier for you and the donor by being ready to take their donation over the phone via credit card
- Develop a follow up system.
- Be persistent!



# Call Time Basics - Part 2

- Try not to do it at home. It helps to make it feel like a job.
- Find a call time buddy via zoom or in person.
- Ask a teammember to help you prep by
  - Preparing the lists with phone numbers
  - Drafting scripts
  - Logging calls and taking notes
  - Taking donations over the phone
- Don't use call time to discuss other business.



# Pledge Follow Up System

This is not the candidate's job.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	First Name	Last Name	Pledge	Donated or NO	Day 0: Candidate phone call and pledge (Email 1)	Day 2: Email 2-Reminder (Finance Director)	Day 4: Email 3-Reminder (Candidate)	Day 6: staff call (Finance Director) and send mailing	Day 9: Staff Call 2 (Campaign manager)	Day 14: Staff Call 3 (Finance Director)	Day 15: Candidate call (either donation received or pledge is dead)	Day 29: back in the call rotation to try to get a new pledge	Donation amount	Donation versus pledge	% donated vs pledged	Date of donation	Pledge to Donate spread (days)
2																	
3																	
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
12																	
13																	
14																	
15																	

This spreadsheet will be in the resource center.

# Mail

- Read the donation letters you receive for an idea of how to write one. Save examples you think are powerful.
- Costs money but is easy to budget for
- Consider timing of the postal system
- DONOR CARD AND REMIT ENVELOPE
- It's never just a letter
  - Follow up email
  - Follow up call time



# In-person/one-on-one donor meetings

- High dollar donors (whatever that means to you)
- Exclusive
- A larger use of the candidate's time than any other fundraising method
- Be prepared
- Also consider if a donor has broader connections
  - Is a politician or community leader
  - Has access to other donor networks and can advocate for you
- Fairly rare - try to make them happen early in the campaign

# Events

- Host committee - highly important
  - Rolodex everyone on the committee
  - Give clear goals and directions on how to raise money
  - Managed by teammember
- Team effort - the candidate shouldn't be involved in the logistics
- Raise almost all of the money before the event!
  - Make a follow-up ask in room or via email after
- Best way to get new donors
- Candidate stump speech
- Be creative (especially for zoom fundraisers)
  - Musical number, games/trivia, cooking class, art class, comedy show, panel

# Making the ask

1. Introduce yourself and what you're running for.
2. Make a connection with the donor.
3. Outline why they should invest in your campaign by identifying mutual interests/stating how you can win/contrasting yourself with your opponent
4. Ask for a specific amount.
5. After you make your ask STOP TALKING.
6. Let them fill the silence.
7. No matter what happens thank them for their time.
8. (This formula generally applies to speeches, emails, letters, etc)



# How to respond

"That's too much"		Negotiate
"Not ready."		Call back
"Need more info"		Provide it
"No."		Why?

**ALWAYS SAY THANK YOU!**

# Team effort

**The candidate will ALWAYS be the best person to raise money for her campaign. The candidate will always be the best advocate for her campaign.**

**However, she doesn't have to do everything. What are ways other people can help you raise money?**

- Introducing the candidate to potential donors
  - Setting up meetings, introducing via email, inviting personal network to candidate's events
- Donor research
  - Downloading other candidate's reports from the SBOE
  - Looking up phone numbers or addresses
- Stuffing mail
- Keeping the database organized
- Pledge follow-up
- Preparing call time lists
- Writing call time scripts (vary the message)
- Drafting emails and letters
- Call time buddy
- Serving on an event host committee
- Doing call time to low dollar donors

**Questions?**

**About anything today,  
really.**

Wednesday I will email everyone the information for the resource center.

Please feel free to follow up with me with any questions!

Devon Roberts  
Program Manager  
[devon@lillianslist.org](mailto:devon@lillianslist.org)

# Compliance



# Truths about compliance - this is just an intro

- Your number one resource will ALWAYS be the State and/or County Board of Elections
  - They WANT people to do everything correctly because it is less work for them, so they are a very helpful resource.
  - You may have to call or even go in person to get more direct services.
  - They are underfunded and understaffed.
- The candidate and manager should be as familiar with campaign finance rules as the treasurer
- Everything is public
- **There are consequences for violating the rules ranging from fines to jail time**
- Media loves to report when campaigns have campaign finance mishaps even if they are innocent mistakes and not deliberate crimes

 Loveland Reporter-Herald

## Loveland attorney's office found not guilty of violating campaign finance rules during 2019 election

Loveland attorney's office found not guilty of violating campaign finance rules during 2019 election. Defense: 'It was a trial that never should have ...  
2 days ago



 Seattle Times

## Tim Eyman violated campaign finance law, judge rules, is barred from controlling political committees

... violations of campaign finance law, a judge ruled Wednesday, as he barred Eyman from controlling the finances of political committees in the ...  
3 weeks ago



 KTLA

## Donor for Trump and Obama gets 12 years in prison for campaign finance scheme

A once high-flying political fundraiser who prosecutors said gave illegal ... campaign finance violations and failing to register as a foreign agent.  
2 weeks ago



 The Progressive Pulse

## New report: Mark Meadows apparently under investigation for ...

... Mark Meadows under investigation for campaign finance violations ... who was sentenced to prison for misuse of funds before obtaining a ...  
1 month ago



 The Mercury News

## Palo Alto: Former councilwoman penalized, other council members facing complaints for campaign finance violations

... council members facing complaints for campaign finance violations ... been penalized for violating political campaign rules and other sitting ...  
3 weeks ago



 KYW Newsradio 1060

## State Sen. Williams admits to campaign finance violations

Anthony Williams violated Philadelphia's campaign finance laws ... The settlement notes he admitted to similar violations when he ran in 2015.  
2 weeks ago



 CNN

## North Carolina state Rep. David Lewis resigns after pleading guilty to two federal charges

The step from Harnett County State Rep. David Lewis -- who held the 53rd District seat in the North Carolina House of Representatives -- comes ...  
Aug 20, 2020



# Setting up your campaign

- Filing as a committee vs. filing to be on the ballot
  - “Committee” is a bad word for it, it is not a group of people. It is just the name of your campaign.
  - Keep your committee name short and vague: Jane for NC
  - You file one committee whenever you want, but you must refile to be on the ballot with each election during the prescribed filing period.
  - However, you need different committees to run local/state/federal
  - Acquire a PO Box
- Need a treasurer at this point
  - Low cost checking account with bank with debit card
  - Credit card contribution system: ActBlue usually
  - It is public information when you file your committee
- If you publicly declare you are running for office or raise or spend money for the campaigns you MUST file your committee within 10 days.
- **This is a time to lean on the Board of Elections for help**

# Questions about setting up a campaign?

# Contributions = donations

- Must be from an individual, never a business or corporation.
- Must be from a US citizen who is over 18y/0. No geographic requirements
- Lobbyists are NOT allowed to donate to campaigns and lobbyists typically manage this for themselves
- The candidate is the only entity who can contribute unlimited amount to her own campaign. Must not be from business account.
- The candidate can also loan herself money and pay herself back.

# Contributions = donations (part 2)

- For North Carolina races the maximum is \$5600 per election (\$5600 in primary and \$5600 in general from one human) - Federal has different rules
  - Donations accrue so a donation from one person of \$1000 and another of \$5000 violate the rules.
- Cannot take cash over \$50 (try to never take cash anyway)
- All donations over \$50 are PUBLIC - no exceptions
  - All donors who give over \$50 will have their name, address, and donation amount publicly listed in the finance report
- Campaigns **MUST** collect **donor's name, address, employer and occupation** for their reports.

# In-Kind Donations

- The monetary value of a material or service contributed to a campaign
  - Example: The guy who paid off Stormy Daniels for the president was an in-kind donation because it was money spent on behalf of the president's campaign. He violated campaign finance laws because the amount of the pay-off was larger than any individual is allowed to donate to a campaign.
  - More realistic example: The catering at a campaign fundraiser hosted in someone's home. The homeowner who paid for the catering will report the cost of the catering to the campaign which will count as an in-kind donation.
    - The amount of an in-kind donation cannot exceed the \$5600 rule.
    - The value counts towards the total amount that the candidate raised but it is not money the campaign can spend so it is not as good as a direct donation.
    - **The treasurer should collect receipts from the purchaser for the report.**

# Tips for taking contributions

- Check or credit card is best because of the paper trail
- Credit card companies take a small cut, so for very large contributions ask for a check check
- ActBlue - good, common, easy to use
- Square, cashapp, venmo - Avoid
  - You must be able to collect the legally necessary information from all credit card donations and you cannot do this via these platforms. It's best to stick with a company who has political clients.
- Make a copy of all checks for records. Deposit checks quickly.
- Send a thank you note within two weeks.

# Taking Contributions - Yeses and Nos

## No

- Taking cash over \$50
- Checks from businesses
- Checks from 501c(3)s
- Blank checks
- "In name of" someone else than the signer

## Yes

- Checks from individuals
- Donations up to \$5,600
- Credit card donations
- Check donations
- Checks from registered PACs

# Expenditures/Disbursements

- Any and all spending on behalf of the campaign
- Every cent you spend is public information and is published in the campaign finance reports you file with the Board of Elections
- Think before you spend
- There are rules about what you can spend money on and you need to know these before you run for office.
  - Can't spend money on personal items
  - This is the thing that gets most elected officials in trouble/sent to prison.
- Don't spend cash. You need records! You need your receipts!

# Get your money system in order early

- **Create a VERY CLEAR system with your treasurer and team to collect, deposit, and input donations so that everything is timely, organized, and accurate the first time.**
  - Who checks the PO Box and when/how often?
  - Who enters the checks into the database and copies the checks?
  - Who deposits the check in the bank and how often?
  - Who handles the thank you notes?
  - Who runs the contribution reports to check everything is filled in?
  - Who holds onto the debit card? How many people know the PIN?
  - Who makes a copies of receipts and where are the physical copies stored?
- Everyone should clearly know what everyone's roles are

# Reports - a culmination of all of your hard work!

Filing reports: Treasurer will to be engaged during this times. Assume you need a few days to work on these.

- 10 Day report: 10 Days after you filed your committee
  - There is a strategy here! Try to raise a bunch of money in those 10 days.
- Quarterly reports -
  - Find these dates on the BoE website and mark them on your calendar
  - You will need to help prep for these reports for several days before filing
- 48 Hour reports
  - Special reports for approximately two weeks before the election for individual donations over \$1000

Learn these dates! Plan ahead!

**If we get to it...**

# Political Action Committee's & Independent Expenditures

- Some organizations have a PAC and IE (Planned Parenthood), just a PAC (Lillian's List), just IE (America Votes)
- PACs are subject to very similar rules as candidates.
  - Can only accept donations of \$5600 or less from individuals, must collect the same donor info, file public reports
  - Can only donate \$5600 or less and contributes this money to the candidate's campaigns for the candidates to spend.
- Can continue to communicate and coordinate with the candidate up until election day
- PACs publicly endorse candidates and promote them.
- You must reach out to a PAC if you want their endorsement.
  - In general, if you want someone's endorsement you should ask and not wait for them to reach out to you.

# Independent Expenditures

- “Dark money”
- Spends money on **behalf** of campaigns or political parties or causes
- Unlimited amount of money and donor info is private
- Usually a 501(c)4 tax designation
- IEs do not coordinate with campaigns or parties
- Legally cannot communicate with any political campaign, political party, or any staff who work for these entities either socially or professionally.
  - There is a “wall” that goes up between sides in August of a campaign year.
- IE spending tends to go on the attack.
- IE spending most often comes close to election day.

**Questions about compliance?**

# Thank you!

- You should have the Resource Center information in your email tomorrow.
- Slides are in the Resource Center.
- Tomorrow you should get an email from me with a post-training survey. Please take it!
- If you have follow up question on the social media or personal narrative sections please send them to me.
  - I can create an FAQ and put it in the resource center on these topics if necessary.

Please do not hesitate to reach out if you would like a one-on-one consultation.