



Essential Purchases

These are just our suggestions. No campaign is the same and therefore not every item is necessarily essential to every race.

Most of these purchases should be made as early as possible in the campaign

- **Bank account** - the cheapest, most basic checking account you can find
- **PO Box** - never direct campaign mail to anyone's home
- **Campaign website** - Wix, Squarespace, or Wordpress are all commonly used and reasonably priced. Usually your website is a monthly fee.
- **GSuite (or Google Suite)** - is often purchase for the cloud abilities and email addresses
- **Palm cards (sometimes called literature)** - these are the cards candidates leave when knocking doors, doing literature drops, or greeting at polls. Order these when you have an idea of how many doors you plan to knock. Vistaprint is a cheap and easy service to use but you can also get quotes from local printers. Some candidates make it a point to only use union printing shops.
- **Yard signs** - you need enough to have a few at each voting location, major intersections, some for people's yards, and to account for any that get stolen
- **Burner phone or Google Voice Number** - most candidates choose to not make call time fundraising calls from their personal number
- **Doorknocking supplies** - **Clipboards, pens, copy paper, disposable masks** if you have these on hand you don't need to buy new
- **Donor and Voter database** - look at NGP/VAN (sometimes called Votebuilder) is the most commonly used campaign database. There is a monthly fee for this and if you can afford it it will make your life easier.

Paying staff

Running a campaign is typically a professional job and ideally should be compensated. Campaigns with a budget over \$30k should strongly consider paying the manager or a field organizer for their time and expertise. There is not a standard rate that applies to all campaigns in all areas. Campaign managers on a competitive legislative race where they work approximately 60+ hours/week are paid about \$4-5k per month. The manager on a legislative race is typically the only staff person. A field organizer engaged to manage volunteers and cut turf may make \$2500/month. If you pay your staff you must create a contract with objectives just like in a more formal workplace. Be prepared to discuss compensation with staff or volunteers.

