

## Contents

<b>Acknowledgements</b> .....	ix
<b>About the Author</b>	
Robert J. Thomas .....	1
<b>Introduction</b>	
About the Book .....	5
<b>Chapter 1</b>	
Getting Started .....	13
Why Are You Running?.....	13
Do Your Research.....	16
<b>Chapter 2</b>	
Things You Need to Consider.....	19
Campaigns Run on Money.....	23
<b>Chapter 3</b>	
May the Best Man Win.....	27
<b>Chapter 4</b>	
Get Organized .....	37
Rules and Procedures.....	37
Creating Your Campaign Committee .....	41
Campaign Contributions.....	43
Your Inner Circle .....	45
Second and Third Levels of Your Campaign Team.....	48
Your Campaign Issues.....	49
Announcing Your Candidacy.....	54
<b>Chapter 5</b>	
Your Database.....	57
Targeting the Voters.....	58
<b>Chapter 6</b>	
Walking Door-to-Door .....	71
To Stop or Not to Stop .....	72
When to Start .....	76
Introductory Piece .....	76

Sorry I Missed You.....	78
Stay on the Porch .....	83
Grocery Shopping For Votes .....	88
<b>Chapter 7</b>	
Campaign Literature .....	91
Skip the Envelopes .....	99
To Respond or Not.....	105
<b>Chapter 8</b>	
Campaign Signs .....	111
<b>Chapter 9</b>	
Raising Campaign Money .....	125
Don't Be Shy .....	129
Let It Be Known.....	131
<b>Chapter 10</b>	
Endorsements .....	135
Important Endorsements.....	137
Be Fair, But Be Firm .....	139
Individual Endorsements.....	140
Loose Lips .....	143
<b>Chapter 11</b>	
Appearances at Events .....	145
<b>Chapter 12</b>	
Cable Television and Commercials .....	155
Dealing with Newspapers and Reporters.....	162
<b>Chapter 13</b>	
Using Computers and the Internet.....	167
<b>Chapter 14</b>	
Primary Election Day .....	173
<b>Chapter 15</b>	
Phone Banks, GOTV and Surveys .....	183
<b>Chapter 16</b>	
On to the General Election .....	191
<b>Chapter 17</b>	
General Election Day.....	201

<b>Chapter 18</b>	
Just for Council Members, Township Trustees, Alderman, Etc .	209
<b>Chapter 19</b>	
Just for Judges .....	221
Visibility .....	221
Law Day .....	224
<b>Chapter 20</b>	
Just for Mayors .....	227
Full-Time Mayors .....	227
Part-Time Mayors.....	228
Advice to Mayors.....	229
Responsibility.....	230
Examples .....	233
Your Team .....	248
Firing Political Appointees.....	257
Knowing Your Powers and Duties.....	257
Lessons Learned .....	260
Dealing with the Media.....	264
<b>Chapter 21</b>	
Final Thoughts.....	267
Free Publicity .....	268
Know the Rules.....	271
Taking the Heat.....	272
Between Election Cycles.....	273
Unpopular Decisions .....	274
Hiring Campaign Consultants .....	275
<b>Chapter 22</b>	
Words of Wisdom .....	277
Absentee Voter Sample Letter .....	279
Postcard Sample .....	280
Care & Feeding of Yard Sign Sample .....	281
Supporter Sign-Up Sheet Sample .....	282
Checklist .....	283