Running for Office: A Primer for Nonprofit Leaders
Agenda

• Why should nonprofit leaders consider a run for office?
• What are the resources that exist for potential candidates?
• What are some initial steps a person running for office should take?
• Q&A with Presenters
Vote Run Lead

WE TRAIN WOMEN TO RUN FOR OFFICE. AND WIN.
About CHRISTINA

- Serves on the Texas Advisory Committee, United States Commission for Civil Rights
- Graduate of Texas Southern University
- Resides in Houston, Texas
- Expert in Engaging Women, Youth, and People of Color in Public Policy and Voting
VoteRunLead Trains Women to Run for Office. And Win.

#RunAsYouAre Training Works
519,682 Elected Offices in America

- Understand what offices are open for you to run for
- Use tools to determine what office you are a good fit for and what type of preparation you need.
- 2019 has tens of thousands of seats:
  - 19k school boards and 7k county seats!
Why Do Nonprofit Professionals Make Strong Candidates?

- Deep ties within the community
- Relationships with the people you will serve (constituents)
- Fundraising Experience
  - your organizational “Asks” can translate to your campaign
- Policy Expertise
  - You know your stuff!
- Political and Advocacy Savvy
  - Leverage time spent at the state house, city hall, or school board meetings!
Elected Leaders from Nonprofit Backgrounds are Good for Communities

- Represent underserved communities and advocate for their needs
- Accessible and accountable to the community – opportunities for deep and ongoing engagement
- Creates a Leadership Pipeline
- Policy Expertise
  - You have a clear area of expertise from your nonprofit advocacy!

VoteRunLead.org #RunAsYouAre
Top Tips for 501c3 Employees who are Candidates

- Talk to your boss. Have an honest conversation.
  - Can your hours shift? How have others made it work? What is the policy?
- Keep work and campaigning separate.
  - Use off-hours and look into sabbatical policies
- Don’t use your organization’s resources for campaign purposes.
  - This includes meeting space, office supplies, email lists, and more.
- Use personal emails for campaign communications!
  - Remember to use personal email addresses/phone numbers (both yours and your contact).
- Do ask your nonprofit colleagues to support you, but do this away from the office.
- Keep campaign materials at home.
  - Don’t wear or bring in campaigning materials (buttons, flyers, stickers stay put!).
5 Tips for When Your Colleague is Running for Office

● Do not put out a statement announcing their candidacy!
  ○ For 501C3 employees, this is tantamount to an endorsement!
  ○ Exception: Your org can send updates about a leave of absence.
● Do not repost the candidate’s social media posts on your organizational social media.
● Do remind staff of policies about remaining nonpartisan:
  ○ including not using organizational resources to support candidates or wearing campaign materials when representing the organization.
● Do not answer questions about the candidates campaign.
● Do make a personal donation if you like what they’ve got to say!
1. List of offices to run for: http://voterunlead.runforoffice.org
3. 10 Things To Know When Running for Office: https://voterunlead.org/resources/10-things-deciding-to-run-for-office-faith-winter/
It’s Now an Asset: What #RunAsYouAre Really Means

1. The Skills You Have are Perfect for Political Office:
   a. https://voterunlead.org/run-as-you-are-3-part-series/

2. Women & Politics Self-Assessment

3. Why I Am Running Worksheet
Save the Date
May 18, 2019
#RunAsYouAre
National Training 10+ Cities
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More training programs
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43% of all positions go unfilled or uncontested each cycle
Over 26,000 school board and county-level seats are up for re-election in 2019.

Nearly 60% of these school board seats are held by men.

Almost 80% of these county seats are held by men.
Los Angeles Community College District Board Trustee, Seat 1

**POSITION TITLE**

Los Angeles Community College District Board Trustee, Seat 1

**DESCRIPTION**

Similar to local school boards, community college boards set the overall vision for the college. Community colleges greatly range in size, with some having several campuses throughout a district or county. Community college boards (often called “the board of trustees”) are entrusted with a wide range of responsibilities, including adopting an annual budget, hiring key people within the college, and making sure that the college is achieving its goals.

**APPLICATION GUIDELINES**

To file for this position follow these three steps. 1) Contact the Los Angeles City Clerk to verify that your address qualifies for the position and that you meet any other requirements (like living in the district for a certain period of time). 2) Arrange to obtain...