

Building **BLUE**

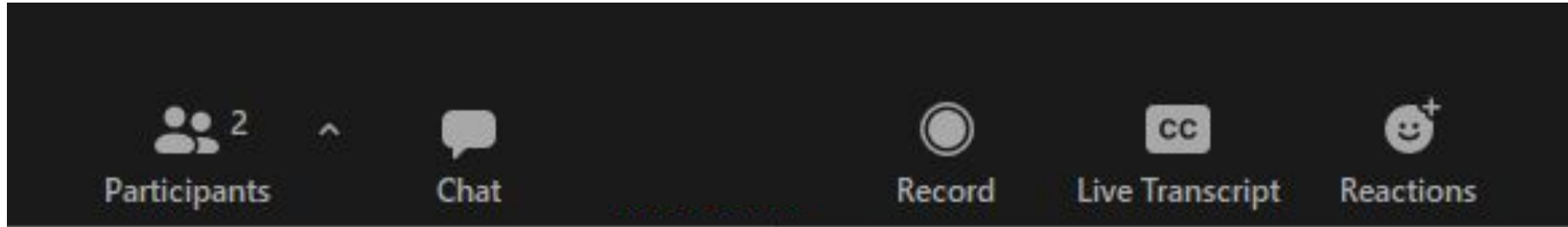


READY TO RUN, RUN, RUN

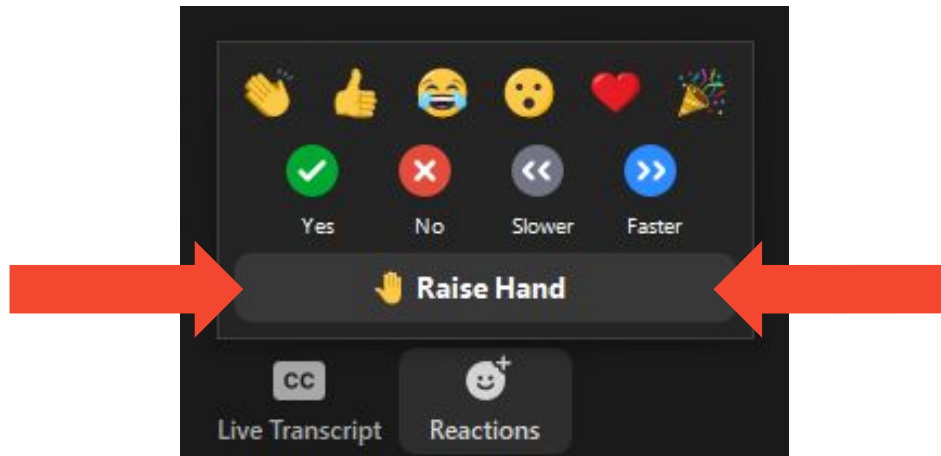
June 12, 2021

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the “**Reactions**” button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click “**Raise hand**”

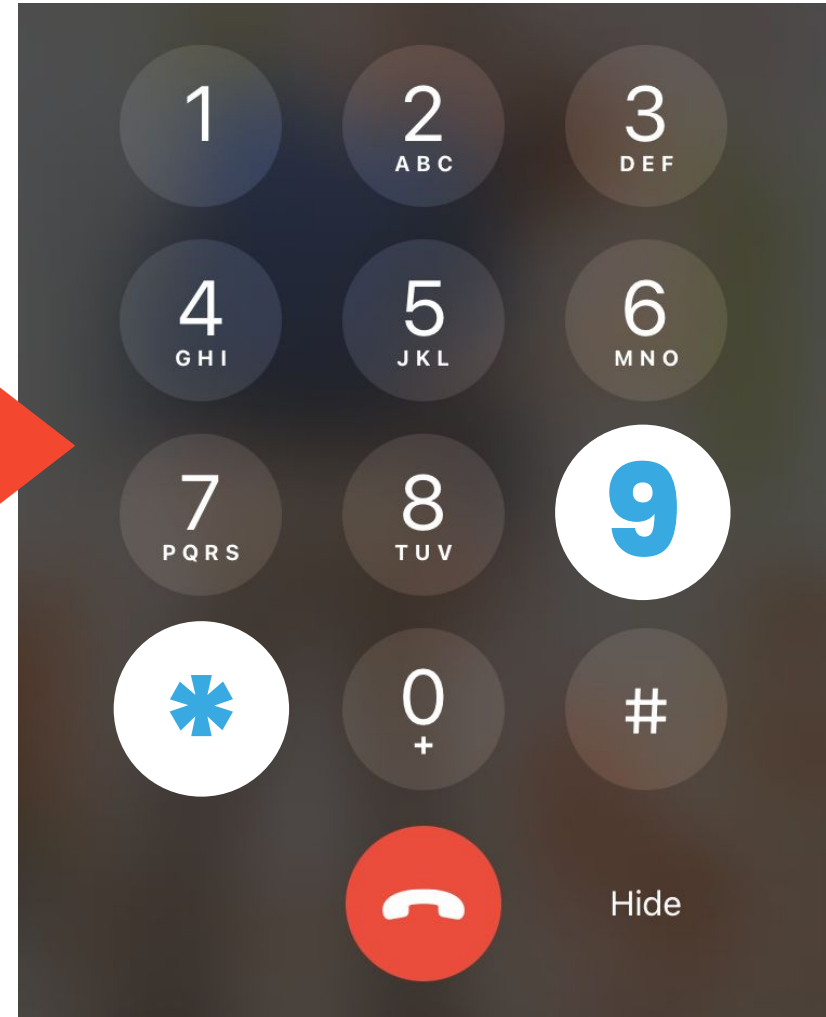
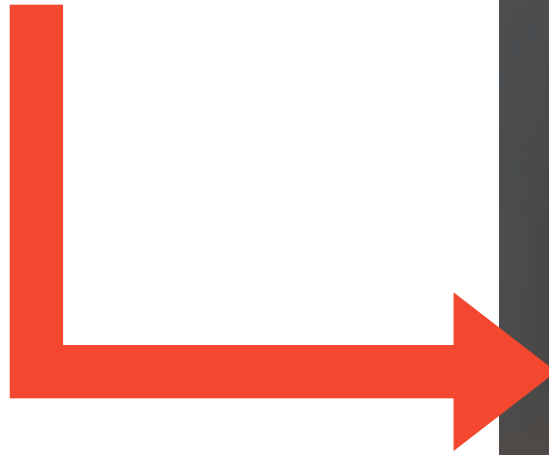


RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad

**TOGGLE
MUTE/UNMUTE**

Press *6 on your
phone's keypad



Building **BLUE**



- Be Respectful
- Be Present
- Ask Questions
- Use the Chat





MEET YOUR DEMOCRATIC FAMILY

*What's the ONE thing
you would change
about your community
right now?*

(5 minutes)

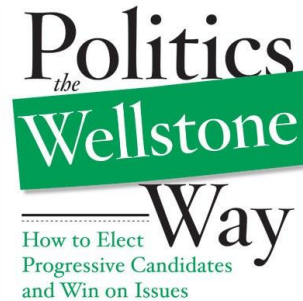
WOOHOOO I'M READY TO RUN....

hello

MY NAME IS

Elizabeth Goodwin,
& I'm running to be your next -----..

WITH SPECIAL THANKS TO



Nancy Joyner & Kara Hollingsworth



WANTED!

People to get involved
in and lead in our
community who share our
strong Democratic
values!

WHERE LEADERSHIP IS NEEDED

1. NCDP ELECTED POSITIONS/ NCDP COMMITTEES

- NCDP Officers,
- DNC Members,
- Auxiliary & Caucus Presidents,
- SEC,
- COR,
- PoO,
- Resolutions & Platform

WHERE LEADERSHIP IS NEEDED

2. RUN FOR/JOIN BOARDS AND COMMISSIONS

- Boards/commission appointed by your city/town council
- Boards/commissions appointed by your county commissioners
- Boards/commissions appointed by Governor Cooper!
- HOAs/Neighborhood Associations
- Nonprofit Boards!
 - What's your passion? What's your issue?

WHERE LEADERSHIP IS NEEDED

3. NORTH CAROLINA ELECTED POSITIONS

- 51 Municipal Offices in Meck (**14 F : 37 M**)
- 22 County Offices in Meck (**15 F : 6 M**)
- 5 State Senators in Meck: (**3 F : 2 M**)
 - 50 State Senators: (**16 F : 34 M**) **10 Dem Women**
- 12 State Reps in Meck: (**5 F : 7 M**)
 - 120 State Reps: (**29 F : 91 M**) **21 Dem Women**
- 44 Judicial: (**20 F : 22 M**)
- 16 Federal/Council of State: (**5 F : 11 M**)

WHAT LEADERSHIP IS NEEDED

Race/Ethnicity	2015	2020
White/Caucasian	79%	78%
Black/African American	20%	21%
Hispanic/Latino	1%	0%
Asian/Pacific Islander	0%	0%
American Indian/ Native American	0%	1%
Multiracial/Other	1%	1%
No Data	0%	1%

Religion	2015	2020
Protestant	56%	n/a
Catholic	2%	n/a
Other Christian	1%	n/a
Non-Christian	1%	n/a
Unspecified	39%	n/a

Gender	2015	2020
Female	22%	25%
Male	78%	75%

EVERY WOMAN YOU SPEAK WITH

1. SHOULD RUN FOR NCDP ELECTED POSITIONS/ NCDP COMMITTEES
2. SHOULD RUN FOR A BOARD OR COMMISSION
3. SHOULD RUN FOR NC ELECTED POSITIONS
4. IS ALREADY AN ELECTED FEMALE (Normalize this question)



WHO ARE YOU RAISING UP?

WHO IS NEXT?

WHAT YOU NEED TO THINK ABOUT BEFORE YOU RUN..

WHAT'S YOUR WHY?

-MAKING A DIFFERENCE IS NOT A GOOD WHY!!!

-WHAT'S YOUR ISSUE, AND

-DOES YOUR WHY LINE UP WITH AN OFFICE?

- Maybe don't run for County Commissioner if Medicaid Expansion is your why!
- The Lord laid it on my heart!
- But y'all, I can win!!!!

WHAT YOU NEED TO THINK ABOUT BEFORE YOU RUN....

Stick With It

Time Management

Passion about Issue(s)

Lifelong Learner

Energy

Integrity

People Person

Can Ask for Help

ARE YOU READY?

WHAT YOU NEED TO THINK ABOUT BEFORE.....

IS THERE AN OFFICE?

NOT ALL SEATS ARE MADE THE SAME

- Is there an open seat? If not, how do you feel about a primary?
- Can a person like me win?
- Community trends: Are you already involved in your community?
- How much money is needed for this race?
- How much time goes into campaigning for this seat?

WHAT YOU NEED TO THINK ABOUT BEFORE.....

NOT ALL SEATS ARE MADE THE SAME!

-CROSSTABS: How likely are the people in your district to: 1) vote 2) for a candidate like you?

Crosstab: SD 40, Joyce Waddell, April 2021

Likelihood to vote:

Likelihood to vote
for you/ a D

Likelihood to vote: National Turnout	2020: DNC Dem Party Support V2									
	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	191	287	89	77	114	106	90	153	375	650
10 to 19.99	224	413	183	209	316	309	326	541	1,588	2,204
20 to 29.99	175	339	144	151	218	179	222	347	1,150	2,088
30 to 39.99	144	333	222	209	275	270	363	723	1,837	2,181
40 to 49.99	194	603	341	289	438	479	551	969	2,680	3,196
50 to 59.99	284	706	371	335	388	466	544	704	2,450	3,210
60 to 69.99	430	861	393	323	368	356	447	688	2,083	3,837
70 to 79.99	791	955	415	281	329	352	356	581	1,735	4,039
80 to 89.99	1,711	1,325	494	371	476	416	450	684	2,111	6,432
90+	6,937	2,108	808	637	618	594	762	1,161	3,827	24,035
Unknown	0	0	0	0	0	0	0	1	0	0
Total People	11,081	7,930	3,460	2,882	3,540	3,527	4,111	6,552	19,836	51,872
	17,228			7,136				51,213		

Crosstab: HD 98, John Bradford, April 2021

	2020: DNC Dem Party Support V2									
3A Clarity N	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	392	715	144	213	212	94	95	163	194	146
10 to 19.99	346	606	187	262	227	152	106	208	347	261
20 to 29.99	177	603	159	198	250	139	108	170	237	201
30 to 39.99	95	369	84	158	140	86	96	139	186	127
40 to 49.99	138	766	245	335	344	182	138	266	362	242
50 to 59.99	251	1,192	403	514	540	292	236	421	544	299
60 to 69.99	441	1,627	498	684	594	290	237	622	641	441
70 to 79.99	781	1,704	539	630	555	238	265	508	692	700
80 to 89.99	1,938	2,657	724	734	702	355	354	611	995	1,204
90+	9,081	5,084	1,561	1,185	983	722	793	1,424	3,199	10,014
Unknown	0	0	0	0	0	0	0	0	0	0
Total People	13,640	15,323	4,544	4,913	4,547	2,550	2,428	4,532	7,397	13,635
	26,635			9,321				21,051		

Crosstab NC-11, Madison Cawthorn, April 2021

	2020: DNC Dem Party Support V2										
GA Clarity N	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+	
0 to 9.99	1,882	1,871	770	823	569	454	481	552	731	516	
10 to 19.99	2,590	3,322	2,042	2,092	1,352	1,284	1,260	1,226	1,510	854	
20 to 29.99	1,917	3,162	1,511	1,785	1,189	1,198	1,101	1,188	1,378	706	
30 to 39.99	2,048	4,069	2,286	2,406	1,309	1,309	1,443	1,341	1,540	689	
40 to 49.99	3,352	6,445	3,321	3,590	2,073	1,848	1,881	1,968	2,374	1,053	
50 to 59.99	4,757	7,692	3,879	3,554	2,229	2,043	2,138	2,343	2,549	1,252	
60 to 69.99	6,687	9,116	4,490	4,081	2,444	2,485	2,696	3,036	3,610	1,959	
70 to 79.99	10,398	7,724	3,615	3,044	2,167	2,251	2,523	3,064	3,908	2,561	
80 to 89.99	20,996	10,780	4,742	3,828	2,764	3,174	3,695	5,084	7,093	6,019	
90+	89,242	22,652	8,897	6,418	5,400	5,759	7,536	13,917	28,370	65,798	
Unknown	3	9	4	4	4	4	4	7	2	0	
Total People	143,872	76,842	35,557	31,625	21,500	21,809	24,758	33,726	53,065	81,407	
	199,339			60,265				144,419			

LOOK AT HISTORIC RESULTS

✓		<u>Roy Cooper</u> (D)	<div><div>51.5</div></div>	2,834,790
		Candidate	%	Votes
✓		<u>Steve Troxler</u> (R)	<div><div>53.9</div></div>	2,901,849

AND LASTLY....

-ARE YOU WILLING TO WORK 24/7, GIVE UP SLEEP, RAISE THE MONEY, DO EVERYTHING CORRECT & STILL LOSE?

ARE YOU READY TO CAMPAIGN?

HOW WILL CAMPAIGNING AFFECT MY PERSONAL LIFE?

- Kids/Parents, Family Responsibilities
- 24/7 – Managing limited resources of time, talent, treasure

HOW WILL CAMPAIGNING AFFECT MY PROFESSIONAL LIFE?

- Can I take off work to campaign? to serve?
- Will I get paid for my service?
- Financial future.... \$\$\$ investments in my campaign

ARE YOU READY TO CAMPAIGN?

HOW WILL CAMPAIGNING AFFECT MY PERSONAL LIFE?

HOW WILL CAMPAIGNING AFFECT MY PROFESSIONAL LIFE?

WILL MY NETWORK BE SUPPORTIVE?

- Kitchen Cabinet
- Sanity Moments
- Tell you the truth
- Do you have the network to support your campaign financially?

BE HONEST ABOUT THE COST...

FUNDRAISING IS A MINDSET AND A SKILLSET!!!

- What will this race cost again?
- Are you comfortable asking for money?
- Are you willing to learn?
- Can and will you raise 50 –75% of the cost of this campaign from your PERSONAL network?

People to talk to and things to do before you decide

Figure out if this is something you really want to do.

- **Personal Family, Friends, Boss/Coworkers**
- **Current and former elected officials– details on campaign *and* job, get the lay of the land, maybe throw some elbows.**
- **The people in your community who usually help candidates**
- **Go to a meeting for the body you want to serve on! Go to several!**
- **Volunteer on a campaign or two-- see what it looks like!
(Consider it your political internship).**

WOOHOOO I'M READY TO RUN....

hello

MY NAME IS

Elizabeth Goodwin,
& I'm running to be your next -----..

NEXT STEPS...

- **2020 Candidate Guide:**

<https://drive.google.com/file/d/1-eVT4jPDo3yIR4N2-muwU9CYc2CyYutb/view?usp=sharing>

- **Candidate Early Preparation List:**

<https://drive.google.com/file/d/0Bw9ra0V6AmH5bGNTMTBnZURTUFU/view?usp=sharing>

NEXT STEPS...

- **Get some training:**
 - **TrainDemocrats.org**
 - **Arena.Run**
 - **Emily's List**
 - **LEAD NC**
- **Start thinking about your personal story and how you'll tell it.**
It's a great place to start.

RUN, RUN, RUN, RUN, RUN

WE NEED YOU TO RUN!

ASK HER TO RUN NOW

Building **BLUE**



NCDEMOCRATS

QUESTIONS?



Building
BLUE



THANK YOU

NCDEMOCRATS

Building **BLUE**



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