



**Progressive  
Arkansas  
Women PAC**

# Ready to run?

*Stand up. Get Ready. Make a difference.*

\*Representative Nicole Clowney delivering remarks

## ABOUT PAWPAC

### Changing the face of Arkansas politics

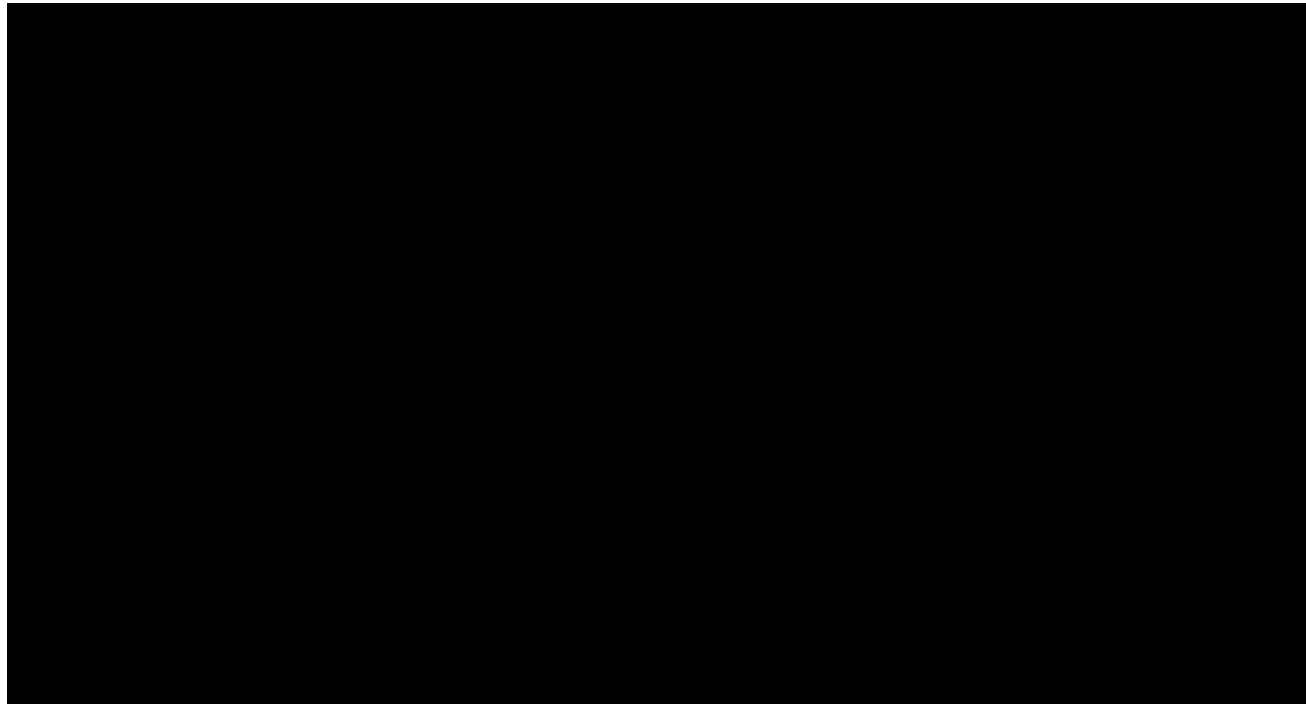
Our mission is to elect progressive women to state and local office. The women we support are committed to reproductive, economic, social, and environmental justice for all.

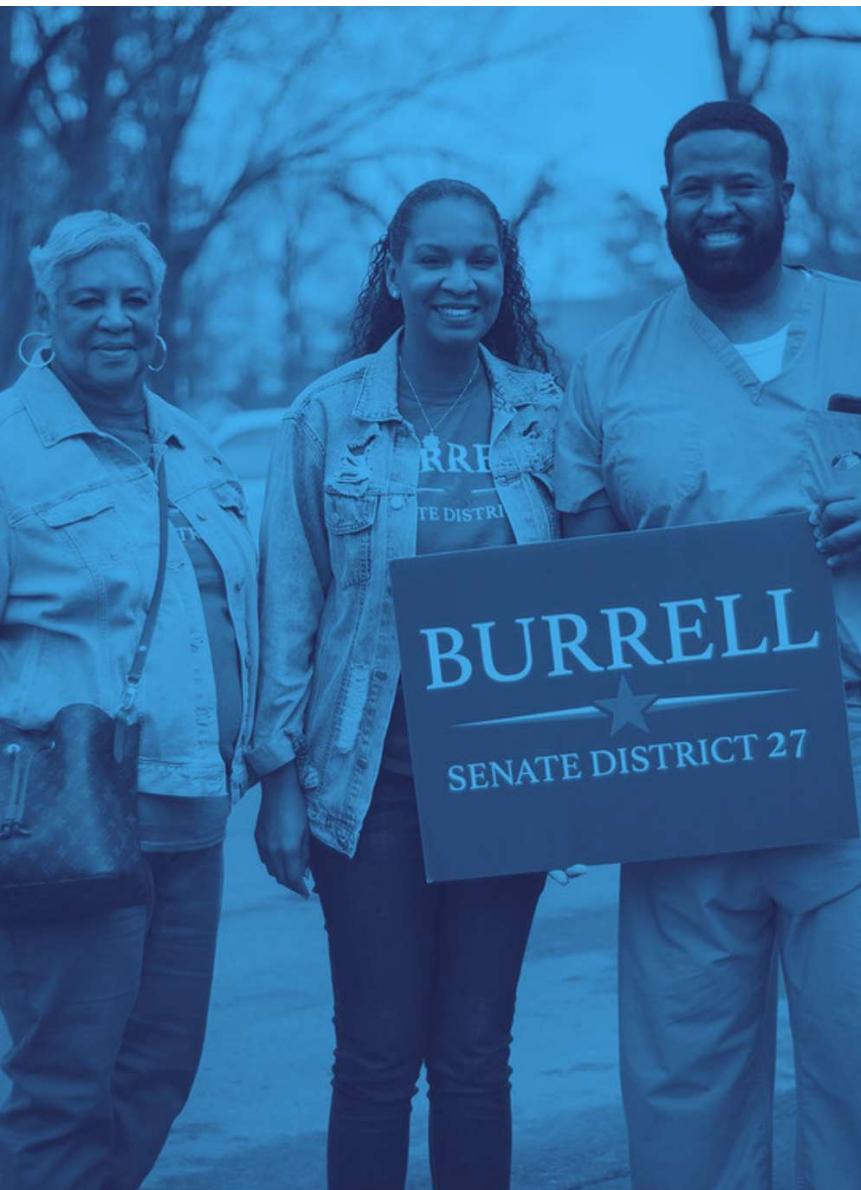


**Progressive  
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WE ARE PROGRESSIVE ARKANSAS WOMEN





## Part One:

# Thinking about running?

That's great! There are many things to consider as you start this journey. It will require fortitude and persistence, but the reward of public service is witnessed daily as you live in the community you help grow.



# Ask yourself these questions...



## Knowing when you are ready

Running for office takes time, money, and energy. These questions can help you determine if you are still in the exploratory phase or if you're ready to run!

- ✓ What office am I seeking and what do I know about it?
- ✓ Do I have time to devote to running for office?
- ✓ Can I afford to run for the position?
- ✓ Are the duties of this position part- or full-time?
- ✓ Does the position have a salary?

## ...and a few more!

✓ What about my family?

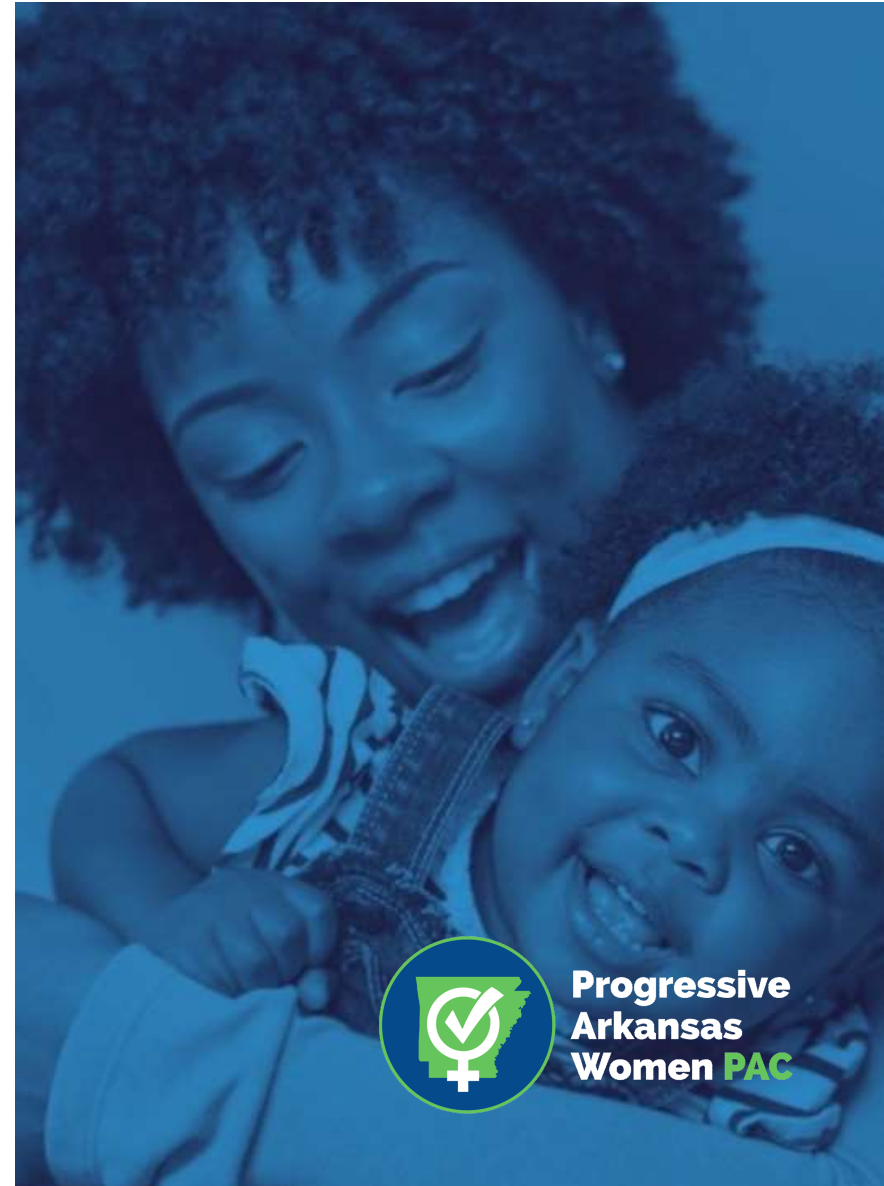
✓ What does my voting record look like?

✓ How is my social media presence?

Review your social media accounts and remove posts—even private ones—that may be potentially embarrassing.

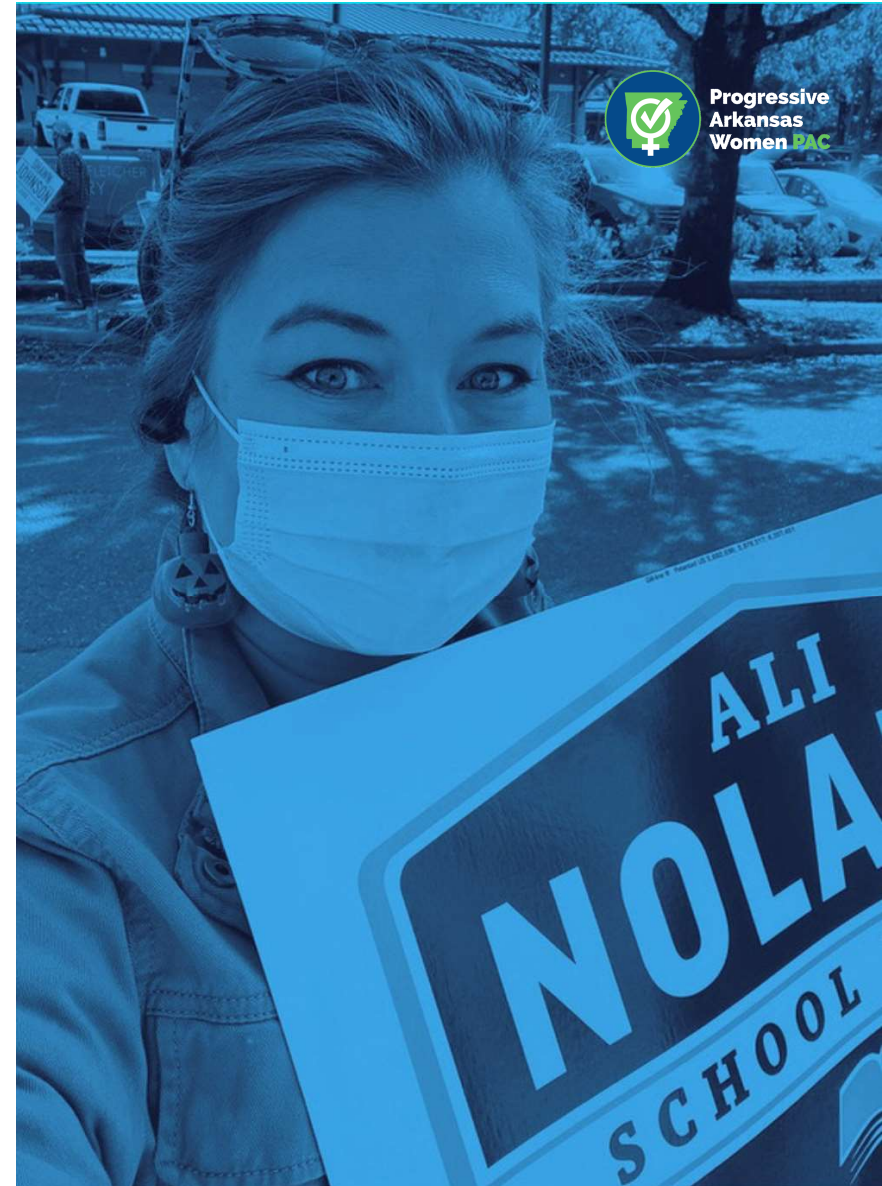
Consider making all family photos private if you have not already done so.

✓ What's my why?



...and finally!

- ✓ Do you have access to seasoned political candidates or campaign workers?
- ✓ Have you looked at the financial records of the current office holder?
- ✓ How much money will you have to raise?



# Considerations

You will be required to **file financial reports** throughout the campaign.

**Some offices require a filing fee.** Some don't or filing may be done by petition. Do your research.

You will need help. **Rally friends and family to help you campaign** and to organize events.





**Get involved in the community.** Meet people and let them know you are running for office.

You will be required to **speak in public**. Do you have speaking and writing abilities?





## Research and connect

-  Research the position you are seeking.
-  Connect with your community at the city, county, or state level.
-  Get district maps.
-  Research whether recent re-districting efforts will impact your campaign.

Get a free copy of *“Running for Public Office: A Plain English Handbook for Candidates,”* published each cycle by the State Board of Election Commissioners. Available online at <https://www.arkansas.gov/sbec>

**Attend local meetings and start serving your community.**

Get to know the folks who will vote for you at neighborhood meetings. Sign up to set on boards and committees to learn more about how your community works.



## Part Two:

# I'm going to run!

You've made the big decision and now it's time to get down to the business and organization of the campaign. Here's what you should be thinking of at this stage.

# Campaign matters

- ✓ Campaign Team
- ✓ Budget
- ✓ Fundraising Strategy
- ✓ Bank Account
- ✓ PO Box
- ✓ Social Media



# Money matters... a lot!



## Open a separate bank account.

Yes, you should. And you may need to obtain an EIN number from the IRS to help set up online donations and for paying workers.



## How do I raise funds?

Make a list of everyone you know and do business with. Assign each person a target donation amount.

Make phone calls and personal visits.  
**Become shameless.**

Hold events and parties.

Ask friends and family to host an event for you.

No matter who you hire, you'll be the person who has to make the ask for money. Check out Amanda Palmer's TED talk on 'The Art of Asking'.

**Available online at [TED.com](https://www.ted.com).**

*(She also has a book with the same title!)*

**Every penny you raise and spend must be accounted for and reported to the public.**

It costs a lot to run for office—and all funds raised are accountable and reported to the public. Rules must be followed for both raising and spending campaign funds.



## People matter, too.

**Your campaign is as unique as you.** The following roles may not be necessary for every campaign and could be filled by one person—you.

You may need a **campaign manager** to organize your campaign, staff, volunteers—and, most importantly, you.

The **campaign treasurer** keeps the money straight and the reports filed correctly—and on time. This critical position requires skill & attention to detail.

Do you need a **campaign office**? Can your team benefit from a dedicated place to meet, organize & store campaign materials?

A **communications manager** will assist in writing speeches, brochures, web articles, and coordinate your social media.

A **volunteer coordinator** can grow and organize your fandom!



## *You're ready to run, sister!*

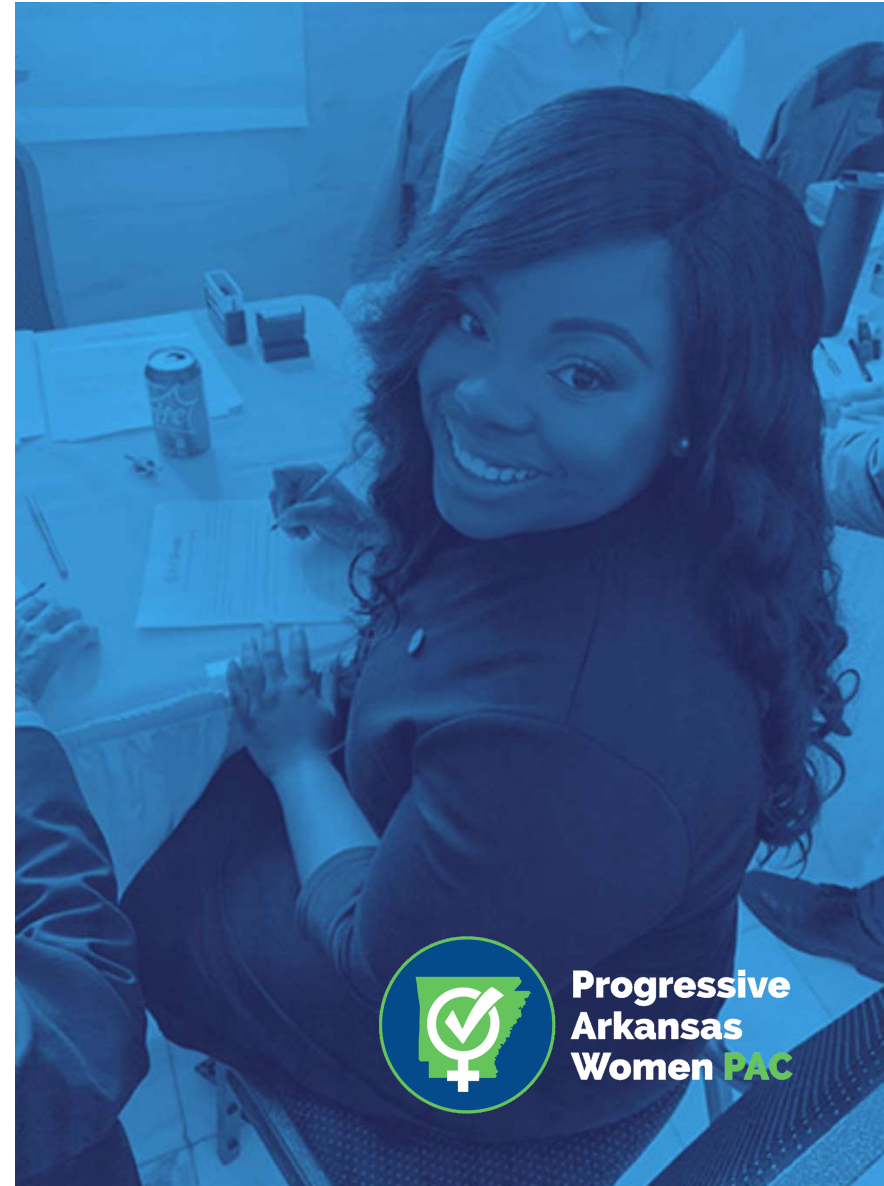
What is the **single most important attribute** you need to run successfully?

**Perseverance.** Commit to your path and follow through.

Other good traits—listening, multi-tasking, and learning about the process of campaigning. **It's not rocket science.** Look at the people in office now. They did it. You can, too.

**Keep calm and carry on.** Give yourself a chance to learn about the mechanics of campaign organization and fundraising, and the political scene in your district. Get to know voters in your area and grow your network!

You may not win every race, but **we believe in you** and know that along the way, **you will elevate the discussion of issues, stimulate voting & inspire others to lead.**





### Part Three:

## Ready to file!

You are committed, organized, and ready to start your journey. Here's a quick primer on the technical details of filing. This one's important!

# State or District Partisan Office



## When can I file?

Partisan candidate filing begins on November 6, 2023 at noon and ends November 14, 2023 at noon.

- Primary Election: March 5, 2024.

- General Election: November 5, 2024.



## What will I need to file?

At your state party's office, you'll need a signed affidavit of eligibility. Expect to pay a party filing fee to receive your party certificate.

At the SOS office, you'll file the party certificate and a mandatory copy of the [Political Practices pledge](#). Your name on the ballot will match this document and the provided contact information will be made public.

*Smile! The SOS will take your official campaign photo to post on the state website—along with your contact info.*

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## When and where do I file?

First stop, your political party's state office. There, you'll file some of your paperwork and pay a fee.

Then you'll file at the Office of the Secretary of the State at the State Capitol.



# County or Township Partisan Office



## Candidate filing lasts one week only.

Filing for the 2024 election cycle begins November 6, 2023 at noon and ends on November 14, 2023 at noon.



## What will I need to file?

With the County Committee, you'll need a signed affidavit of eligibility. Expect to pay a party filing fee to receive your party certificate.

At the County Clerk's office, you'll file the party certificate and the Political Practices pledge.

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## Where do I file?

Complete the paperwork and pay your filing fee with the County Party.

Then file your party certificate at your County Clerk's office.

# Independent Candidates



## What is an independent candidate?

A person desiring to have her name placed on the ballot as an independent candidate without political party affiliation for elective office in any general election in the state.



## When can I file and what do I need to file?

Independent candidates file a Political Practices Pledge, an affidavit of eligibility, a signature collection affidavit, and a notice of candidacy identifying the office sought during the party filing period with the Secretary of State for US and state offices, or with the county clerk for county offices.

- Begins at noon on November 6, 2023
- Ends at noon on November 14, 2023

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## What else is required?

You must file a petition containing the required number of signatures of eligible electors by May 1, 2024. You will find the necessary documents and the number of signatures needed for your office by contacting the Secretary of State.

## When can I start circulating my petition?

Petitions may be circulated no earlier than 90 days before the deadline for filing your petition.

# School Board



## When can I circulate my petition?

No earlier than 100 calendar days before the school election. Always get more signatures than you need. Each person on your petition must be a registered voter in the district and will be verified by either the City or County Clerk.



## What will I need to file?

- A nominating petition with at least 20 valid signatures
- Affidavit of eligibility
- Political Practices pledge

Check with your school district or your County Clerk for more information

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## When and where do I file?

The filing period is a one-week period ending at noon, 70 days prior to the annual school election.

File with the County Clerk in the county where the district is located.

# Municipal Offices



## When can I circulate my petition?

Currently there is not a circulation date restriction. (But do check as this may have changed.) Always get more signatures than you need. Each person on your petition must be a registered voter in the district and will be verified by either the City or County Clerk.



## What will I need to file?

- A nominating petition with the requisite number of valid signatures. (This varies by form of government but will be either 30 or 50 for cities.)
- Affidavit of Eligibility or Statement of Candidacy.
- Political Practices pledge.

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## When and where do I file?

Filing begins no more than 102 nor less than 81 days before the general election by noon.\*

File with County or City Clerk depending on the form of government.





## Part Four:

# Get endorsed & Run, Sister, Run!

We want to be on your team. Learn more about how PAWPAC can help your campaign on our website at [ProgressiveARWomen.org](https://ProgressiveARWomen.org).



## NAMING OUR WOMEN





## Our Mission

*Progressive Arkansas Women PAC is dedicated to increasing the number of progressive women in elected office in Arkansas. Our mission is to identify and support women leaders in our communities who are committed to reproductive freedom and economic, social and environmental equality.*

## Goals

- 1. Provide financial support and other campaign assistance to progressive women running for office in Arkansas.**
- 2. Create and sustain a network of supporters who will insure a growing and well-funded movement to change the face of the Arkansas Legislature over the next ten years.**
- 3. Recruit progressive women to run for office.**

Progressive Arkansas Women is a state PAC and is not allowed to contribute to candidates for federal office without complying with federal PAC regulations, which we are not equipped to do.

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[PROGRESSIVEARWOMEN.ORG](http://PROGRESSIVEARWOMEN.ORG)