



SO, YOU'RE THINKING ABOUT RUNNING FOR PUBLIC OFFICE...

YOU'VE COME TO THE RIGHT PLACE!

County Boards, City Councils and School Boards regularly make decisions that directly impact our members – from which contractors will work on projects to crafting budgets and priorities. It's important for the Carpenters Union to be part of these discussions, and your participation in local politics will ensure Union values and voices are heard.

The only requirement to run for a local office is a desire to serve your community. Will it be a lot of work? Yes, but as Union carpenters, we don't shy from challenges. We also understand the importance and privilege of having a seat at the table.

This handy guide covers the basics of running for office, from identifying an office or position to planning and executing a campaign. Read on and find out how you can make a positive impact in your community and trade!

★ GETTING READY TO RUN

Identify a position. Involvement in local politics can take on a variety of forms. Do some research on your city or county's website to learn about offices for which you may be eligible. These sites will provide a wealth of information about the types of boards and positions available, meeting schedules and who is currently serving. While many positions are chosen through an election, there are also positions that are appointed or require an application.

Look for positions that focus on issues you're passionate about. Do you want to direct the vision of the city or town where you live? Think about getting involved with your city or town council. Do you want to ensure your children have access to the best education possible? Consider running for your school board.

Answer some preliminary questions. Before jumping on the ballot, it's important to understand the primary role of local officials is to represent and serve others. Take time to fully understand the scope of the position as well as the time commitment required.

Here are some preliminary questions to consider:

1. Is the office partisan (Democrat, Republican, other) or non-partisan?
2. Am I prepared to carry out the full term of the office?
3. How will the campaign and new role affect my family and friends?
4. Will the time needed to campaign conflict with my job or other responsibilities?
5. How could I benefit my family, Union and community through this position?

Think about your background. Consider how your background, experience, occupation and education make you a good candidate for the position. Voters will use this information to help decide whom to vote for. Be prepared with a basic resume or bio that highlights the most important aspects of your experience for voters. Because you will be representing your community, high civic and moral standards are required.

How can I serve?

Names may differ, but most counties and cities will have some form of the following:

- City Council or Board
- Town Council or Board
- County Board
- School Board
- Planning and Zoning Commission
- Economic or Workforce Development Board

★ PLANNING & RUNNING A CAMPAIGN

Once you've identified a position that will be a good fit with your interests and personal life, it's time to start building a campaign. You'll need to:



Research the position. Most local council or board meetings are open to the public, so attend one as a citizen to gain a clearer picture of how the group operates.



Determine your budget and fundraising needs. It's important to begin by knowing what you can afford to spend on a campaign and what level of fundraising you'll need to undertake. Consider costs such as campaign materials, technology and travel. Local offices may not require significant fundraising.



Connect with community groups. Reach out to officials in your political party, public interest groups and labor groups to see if they can provide any assistance.



Research the demographics of your constituency. Understanding who makes up your community will help you effectively communicate and determine the best ways to connect with voters. The Census Bureau has a wealth of easily accessible information on its website, www.census.gov.



Research your opposition. What is your opponent's position and how does it differ from your own? Are there inconsistencies with his or her actions and position you could turn into talking points?



Research your community. Dive into the issues impacting your community and understand the effect new or proposed policies will have. This will educate you on the issues and show voters you are actively seeking solutions.



Create a personal website or social media account. The majority of voters will likely use the Internet to research candidates, making an online presence critical. Make sure you're easy to find online and you've represented yourself professionally and effectively.



Build a core group of supporters. Enlist your friends, family, neighbors and coworkers to help out with your campaign. This core group is vital for a successful campaign!

★ EXECUTING THE CAMPAIGN

Now that the leg work is completed, it's time to get out there with your message! You've researched your community and constituency, so you should have an idea of where and how best to reach voters. Below are some pros and cons of different tactics you could employ to connect with voters.

Whichever tactic you use, make sure the end product is professional, accurate and easy for voters to understand. Consider working with a graphic designer on your core print materials.

Effective ways to reach voters

- Brochures and door cards
- Social media
- Digital advertising
- Direct mailings
- Letters to the editor
- Attending community events
- Door knocking and phone banking

PROS

CONS

Print Literature	• Highly visible • Useful in a variety of situations (door knocking, mailings, parades, etc.) • Professional look	• Production time • Expensive
Signs	• Highly visible	• Expensive
Social Media	• Interaction with voters • Wide audience • Cost effective	• Time consuming • Critics or angry constituents
Digital Advertising (Facebook ads)	• Highly visible • Cost effective • Can target specific geographies or demographics	• Easily ignored by voters
Email	• Cost effective • Direct line of communication • Reaches a wide audience • Effective fundraising tool if you create a mailing list of high likelihood donors	• Dependent on obtaining email addresses
Direct Mail	• Easy to target voters in your district and obtain addresses	• Can be expensive if sending to a large number of people
Letters to the Editor	• No cost • Able to control your message	• Subject to newspaper's space availability/timing
Community Events	• Direct interaction with potential voters	• Schedule conflicts • Time commitment

★ **EXAMPLES**

WRITE IN
Brandon BLAIR
Columbia County Board
District 22
Tuesday, April 3



ABOUT BRANDON:

- ✓ Carpenter for over 20 years
- ✓ Sergeant at Arms, Carpenters Union Local 314
- ✓ Resident of Columbus for 12+ years
- ✓ Married with 2 Children: Braysen 11, Brielle 9
- ✓ Hobbies include camping and target practicing

Paid for by the WI Carpenters PAC as an in-kind contribution to Friends of Brandon Blair

WRITE IN
John WIENER
Ashland County Board
Tuesday, April 3



ABOUT JOHN:

- ✓ Carpenter for over 20 years; former Police Officer in Mellen
- ✓ Lifelong area resident; graduated from Mellen HS
- ✓ Married with 3 daughters; 7 grandchildren
- ✓ Boy Scout Master for 4 years
- ✓ Outdoor sportsman and passion for horses

Paid for by the WI Carpenters PAC as an in-kind contribution to Friends of Wiener

Simple door cards like these introduce you to your community and are easy to produce.

Learn more about how other UBC members are getting involved:
www.carpenters.org/activism/members-in-office

FOR HOUSE
STENDER
A NEW VOICE

A NEW VOICE FOR:

- Working Families
- Equality & Opportunity
- Fiscal Accountability

For details on volunteer opportunities or how to donate to the Stender campaign visit:
STENDERFORHOUSE.COM

Dear Friends and Neighbors,

My name is Tim Stender and I've chosen to stand up and support working-class families in Minnesota by running for MN House Seat 39A.

For many families in our district, the American Dream is proving harder and harder to achieve these days. I feel that now is the right time for a new voice to be heard.

As the oldest of three brothers, I know truly what it means to be my brother's keeper, through good times and bad. I carried these values with me into the Carpenters Union Hall and spent my working career in the construction industry that values hard work and accountability. I take pride in my working community and am honored and humbled to be serving in my second term as the president of the Carpenters Union Hall 68.

My wife Sarah, a registered nurse, is my inspiration and together we love taming the chaos in our home consisting of our two children, Mitchell, 8 and Sophia, 3.

Look for more from me in the weeks to come as we outline our positions in detail and present to the voters a clear and new path forward for District 39a.

Thank you for your time and support,

Tim Stender
Tim Stender

(Tim grew up in White Bear Lake and has lived in Forest Lake for the last 5 years. He serves as a delegate for the North Central States Council of Carpenters and sits on the St. Paul Building Trades Council.)

Prepared and paid for by Stender For House 39A 7000 Quince Trail N, Forest Lake, MN 55025

Craft a brief message for voters about why you're running, your qualifications and community connections.

★ **UNION CARPENTER VOICES**

"Our town politics are not politics at all. It is set up to be nonpartisan. **I am interested in the community** and what goes on around me. [...] Too many people look down on unions, but when they realize that we're good volunteers – and good people – it opens their eyes to what unions are – a good organization. [...] As far as I'm concerned, I think more members should consider what is going on around them, and **get involved at any community level they can manage.**"

Gene Blindauer
Local 731 Member and WI County Official

"I can **bring my labor background to issues that matter** to all Minnesotans. [...] When prevailing wage or PLAs come up, [Senate Minority Leader and UBC member] Tom Bakk and I can explain and **make the case why they're valuable** – and win or lose, I always bring up jobs and wages."

Mike Nelson
Local 322 Member and MN State Representative

★ **HOW WE'RE REPRESENTED**

Crivitz, WI, School Board
Dayton, WI, Planning Commission
Forest Lake, MN, School Board
Greater Lincoln, NE, Workforce Development Board
IA State Representative
MN Governor's Workforce Development Board
MN State Representative
MN State Senator
Planning and Zoning Committee of Muscatine, IA
Supervisor for Outagamie County, WI
Town Chairman
WI County Official



★ NCSRCC SUPPORT

NCSRCC and the UBC may provide support for your campaign, including phone banking, boots on the ground and financial contributions. Specifically:

- May be able to donate to your campaign via PAC funds. In addition, your Local Union may also be able to donate, provided they have a separate PAC fund.
- Can help you find other members willing to volunteer to phone bank or door knock for your campaign.
- May be able to furnish some campaign materials through in-kind contributions.
- Connect you with other members who live within the area where you're running.
- Connect you with your local political director(s), who can offer guidance on campaigning, key issues and general strategy.

Reach out! NCSRCC's political directors can help throughout your campaign:

Adam Duininck

Director of Governmental Affairs

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Felicia Hilton

Political Director of Iowa/Nebraska/South Dakota

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Political Director of Wisconsin/North Dakota

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Andrew Disch

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★ RUNNING FOR PUBLIC OFFICE CHECKLIST

- _____ Identify and research an office
- _____ Research required paperwork and filing deadlines
- _____ Complete and submit paperwork
- _____ Attend one or more meetings, as a citizen, of the body you're seeking to serve
- _____ Determine your budget and fundraising needs
- _____ Develop a campaign platform and candidate biography
- _____ Research your community and opposition
- _____ Connect with community groups
- _____ Connect with NCSRCC and your Local Union on what support either can provide
- _____ Create campaign materials (brochures, door cards, etc.)
- _____ Create a simple campaign website and/or Facebook page
- _____ Build a core group of supporters to help with your campaign
- _____ Attend appropriate community events as a candidate
- _____ Schedule volunteers for door knocking or phone banking
- _____ Vote!