

Questions Every Potential Candidate Should Ask

BEFORE YOU DECIDE TO RUN:

- Why do I want to run?
- Is this the best time for me to run, or is it later?
- What is best for the constituents of my district (i.e. me as a candidate, or someone else)?
- Will my spot in the race divide the vote further or help the cause?
- How long have I been in the community? Is this the best way I can serve?
- Why am I running for this office, and not starting out on a more local seat (if applicable) to grow my experience, name ID, credibility, rapport, and connections before running for a higher office?

QUESTIONS TO CONSIDER FOR PLANNING:

- How much of my personal money can I put into my race?
- How much can I raise? (i.e. you have to plan as though no one else will help!)
- What is my online digital footprint and is there anything (anything) from the last few years that could work against me?
- What comes up when people google my name?
- What kind of support system do I have in place to hold me accountable?
- Who are the people I am surrounding myself with that can speak truth to me that I will hear and accept even if I do not like it?
- What am I willing to do to get to know this role better?

QUESTIONS YOU MUST BE PREPARED TO ANSWER:

- Is there anything in my background that could be “dug” up and cause me or my family pain? If so, how am I prepared to answer it when it arises?
- How could any affiliations I have be used against me, and are they worth it?
- What will my opposition identify as my weak points?
- What are my strengths?
- What are my weaknesses?
- What is the reason for my candidacy, explained in 30 seconds or less?
- What are my 5 most important issues and how will I impact them in this office? (Or will I?)

HELPFUL RESOURCES:

- www.sheholdsthekeymi.org/resources-training
- <http://cityofjackson.org/267/Election-Division>
- <http://www.michiganexcellence.com/>
- www.americanmajority.org/resources/
- <https://www.michigan.gov/sos> - and go to “Elections” tab in upper left hand corner, click on Candidate Information page or www.michigan.gov/sos/0,4670,7-127-1633_8721---,00.html