

RUN WYOMING

2023

EQUALITY STATE POLICY CENTER



Keynote Speaker:

Wyoming Senator Eric Barlow

- Grew up on a cattle ranch near Gillette, WY
- Served 4 years in the US Marine Corp
- Became a veterinarian, and served on Wyoming Livestock Board for 6 year
Wyoming State Representative for 5 terms
- Elected to the WY senate in 2022

Key Points

- Get your team together; you can't run a campaign alone.
- Many people might not want to run for office, but want to help YOU win
- Running for office take lots of time, effort and money (about \$50,000 running for an open house seat)
- Ask people for your vote and for money – you won't get it unless you ask
- Start by listening and observing
- Not winning an election doesn't mean that you can't have an impact

Panel: Deciding to Run

Rep Michael Yin, WY HD 18, Minority Floor Leader

Shelly Duncan, Former WY Rep HD 5

Micah Richardson, Laramie City Council member

Resources for Candidates

- Your county party
- People who have run for office before you
- County Clerk – has all the campaign numbers, deadlines, election rules, etc
- Online resources

The Team Around You

T – Take

E – Every

A – Available

M – Member

Delegate responsibilities to your team members

Circle of influence – each of your team members has a different circle of friends and co-workers, resulting in a more extensive range of people with varying interests and concerns

General Advice from the Panel

- Talk with your voters personally; it is harder to dislike someone if you meet them face-to-face
- Don't trash your opponent
- Step away from personal organizations and leadership roles, especially if there may be a conflict of interest
- Every vote counts; the number of votes needed to win is 50% + 1
- If you are not an incumbent, you don't have a record to defend – a clean slate
- Not for everyone : Shelly Duncan said she would never run for office again. It was the most ugly, brutal, nasty experience ever!

Election and Campaign Policy

Kai Schon, Election Director, Soeh Inc

Overview of Running for Office

Application for nomination filed with the Secretary of State, City Clerk or County Clerk

Information on the Secretary of State website:
sos.wyo.gov/elections Campaign Guide, Candidate Brochure,
and Wyoming election calendar

County Clerk – a tremendous resource ; each precinct has a different ballot style, and the county clerk has all that information

Campaign Advertising Requirements

Must have “Paid for by.....” on all adds – newspaper, radio , TV and digital; certain small campaign items, such as tickets, buttons, yard signs, pens are exceptions

Signs, banners, or other large items, may not be attached to any private property belonging to the state. There is an exception for schools, with the approval of the governing board

There may local ordinances that have specific requirements for advertising

Campaign Financing

NO limit to total campaign funding, as long as it is disclosed

Specific contributions may be limited

Recipient

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		Statewide Candidate	Non-Statewide Candidate	Candidate Committee	PAC	Political Party
Individual	\$2,500/election	\$1,500/election		None unless earmarked for candidate	None	
Candidate Committee	None	None	N/A	N/A	None	
PAC	None unless earmarked for the candidate	\$5,000/election		None	None	
Political Party	None	None	None	None	None	
Corporation or Organization	Not Permitted	Not Permitted	Not Permitted	Permission of PAC	Only Permissible if the party is not coordinating with candidate	

Terms of Financing: Contributions

Monitory – cash or check

In kind – donated goods or services

Loans - including personal loans

Anonymous - like with “pass the hat”

Un-itemized – under \$100.00

Campaign Finances: Expenditures

Advertising, printing, postage, IT, fees for venues

Must file reports, whether or not the candidate wins

Must file even if the candidate did not receive or spend money

Reports must be signed by both the Chairman and Treasurer of the campaign

Terminating the campaign finance account – there are no guidelines as to what to do with unspent campaign funds

Media to Win

Jesse Ryan, Principal , New Thought Digital Media
Tennessee Watson, Editor of WYOFile

Basics of Talking and Media Interactions

Use real examples and personal experiences

Know where your data comes from

80% new information; 20% your opinion

What is your vision and how and how will you achieve it?

Now very sophisticated technology to target people by their interests and geography

“on the record” – the default, unless you agree on “off the record” beforehand

Media Interaction (continued)

With social media, everything is on the record

Can't run a campaign without social media

Focus on transparency

Geofencing – setting up a geographic region to target; go where your audience is located

Use all available sources: Radio, print, social media, TV, in person – town halls, etc

Media Interaction (continued)

Rule of thumb regarding media budget: 20% should be strategy, and the rest actual advertising

Most journalists won't share their copy before it's run, but they will read it back to you after the interview

Know the agency's correction policy

3x Rule: need to present the same material in 3 different ways

Building a Campaign from Grassroots to Stump Speech

Sabrina King, Senior Strategy Advisor, WY Voter Network

Why you? Why now? Tell your story and why you are running

Get your “kitchen cabinet” – campaign manager, campaign community chair, treasurer, volunteer leader and volunteers

Know the population, their party affiliation, but in the end your “win number” is half the votes plus 1

Be mindful of redistricting, which occurs every 10 years

Your Campaign

Goals – how many votes do you need

Strategy – who is in your district and who do you need to target?

Tactics – how will you persuade people to vote for you?

Timeline – when to engage which tactics

Interesting campaign format – “speed dating”

Campaign Workshop

Rebekah Fitzgerald, Senior consultant

JoAnn True, Precinct Committeewoman, Natrona County

Outlining Your Campaign Bio

Who are you? List 4 things you want people to know about you

Where did you come from? Write a sentence or so about how long and why you chose to live where you do

Share your history Paint a picture about yourself , your experiences, how you overcome adversity, and family background. Write out a time line of key events that led you to this point

What office are you running for?

Why are you running?

Outlining Your Campaign Bio (continued)

How are you uniquely qualified to serve the needs of the office that you are running for?

Weave all the above points together and create your Bio

Why Do You Want to Run for Office?

2 quick points: 1) What is your goal? 2) Who is your audience?

5 Steps to Your Pitch

- 1) Active Phase
- 2) Highlight your experience
- 3) State the office that you are running for
- 4) Explain why you want to serve
- 5) Leave the conversation open

In the workshop we put all this information together and presented it to the group