

# BALA NCE YOUR WOES.

A GUIDE FOR KINFOLK DREAMING IN A WORLD OF POLITICS.

GO GET THAT

*Seat at the table*

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**THIS E-BOOK IS FOR THE  
INDIVIDUALS THAT TEND TO  
BELIEVE THE HYPE WHEN  
FACED WITH THE MERE  
THOUGHT OF RUNNING FOR  
OFFICE, AND EITHER  
GETTING CHOKED UP WHEN  
ASKED TO RUN FOR OFFICE.**

## **POWER TO THE PEOPLE**

**"THERE IS NO BETTER THAN ADVERSITY.**

**EVERY DEFEAT, EVERY HEARTBREAK, EVERY LOSS, CONTAINS ITS OWN SEED, ITS  
OWN LESSON ON HOW TO IMPROVE YOUR PERFORMANCE THE NEXT TIME." —**

**MALCOLM X**

**1. WHO ARE YOU  
RUNNING FOR?**

**2. DEVELOP YOUR  
BRAND.**

**3. LEAD THE WAVE  
WITH YOUR TEAM**

**4. WHAT WOULD  
NEIGHBORHOOD  
NIPSEY DO?**

**5. FOR THE LOVE OF  
MAXINE WATERS!**

**6. GO GET THAT  
SEAT AT THE TABLE**

# 1.WHO ARE YOU RUNNING FOR?

There are probably multiple reasons why you probably want to run for office. So why limit to one answer? A handful of reasons come to mind: the demise of black and brown people; underserved communities; our failing school systems; and the inhumane way our government treats black and brown people in America.

**ALL REASONS WHY YOU SHOULDN'T CONFINED TO ONE ANSWER.**

Society has a great way of placing people in a box. How they should look, what they should say, and do. Leaders should not be confined to one specific job title for a lifetime. Leaders have a way of connecting pieces and finding solutions in any situation. If you want to run for local office this book is for you! **BOSS UP, HOMIE!!**

**Analyze the political leadership around you:**

Take Congresswoman Lauren Underwood in Illinois. She worked as a political staffer before her D.I.Y political campaign race. Her goal? She wanted a change in her own community.

Representative Kevin Windham of Missouri, had no political experience when running for office. Yet, he was able to win office and the support of his community, providing tangible solutions to fix his community. Overall the story of Lauren and Kevin are not new. They are two of many in office who became passionate about politics despite lack of resources.

**Write down a comprehensive personal statement yourself:**

Think of this as a "Progressive Journal Writing" session. I know it sounds whack, so come up with your own topic. Either way find time to write what and who you are running for. Once you develop a personal statement, develop your mission statement. These don't have to be perfect, but they should be comprehensive of you and your why.

**Practice because "Homie Tha Clown don't play that". And if you decide to run, you will.**

Be prepared like you need the votes of your community. Avoid being the candidate that is never prepared or fails to address solutions to the public. Practice makes perfect and your **constituents will** notice. One unique way to practice is to host a mock interview with your team. This should be part of your daily routine with people that are comfortable enough to challenge you.

# 2. DEVELOP YOUR BRAND

In my experience working with candidates, I have witnessed most political leaders are unclear regarding what they want their brand to be. Or you have the opposite, with folks who are very thorough about designs, color scheme, and small short "witty sayings" they want on all their materials.

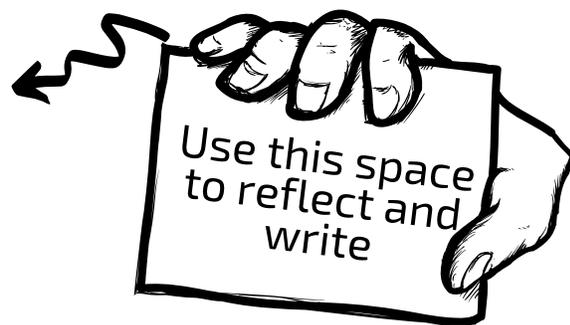
**Develop your mission statement:** Your creativity should come easy. But if that is not possible a simple journal to take notes at all the political meetings you go to should help. Soon you'll have several statements that you can pile up together without the forced effort.

**Create your brand logo:** As I mentioned in the first *“balance your woes”* E-Book, Canva is a great resource for you to create great content for your brand. For some black and brown folks who run for office. The literature is always "hella gotti", face plastered on a giant billboard that takes up the entire poster, or some folks don't have enough information for voters to understand why they need to vote for them.

1. The best person to hire on your campaign is a hungry student - motivated for new opportunities and growth in your community, or a local graphic designer. Usually their pricing is highly affordable.
2. Hire a team to design your campaign logo. Usually they provide you with a package deal that will come with revamping your website, logo, and printing materials. This package is pretty heavy in terms of pricing, but you'd be gucci at the end of the day.

**Develop a social media calendar:** This is highly important for folks who are organizing their own campaign on the side. Staying organized will help you "Get to Money!" (Cues O.T. Genesis - Everybody Mad) 💰💰 **Getting to money is important because you can pay your staff what their worth!**

**Have talking points at all times:** I can't stress this enough. Be humble and practice what to say. Note cards and journaling your process is helpful for speaking engagements.



# DEVELOP YOUR BRAND.

Worksheet

Use this space below to figure out your personal mission statement

## MY PERSONAL MISSION STATEMENT

Tami Sawyer Candidate who is running for Mayor in Memphis, Tennessee. Tami is passionate and that reflects in her campaign platform. Here's brief statement on how she will fight for the people of Memphis!

“ Tami will fight for a Memphis where leadership puts its people first in our investments, our recruitment strategies, and in all decisions at city hall. Tami wants every Memphian – not just some – to have the opportunity to succeed and thrive. ”



## 5 STATEMENTS THAT SHOULD PRESENT MY LOGO

This section should be the least of your worries, so make sure not to spend too much time working on your logo.

1.

2.

3.

4.

5.

# 3. LEAD THE WAVE WITH YOUR TEAM

This piece of information is not about which member of Migos is my favorite. It's about establishing the best team possible. During the Victory Lap album, Nipsey Hussle strategically organized and created his own recording studio, so that his producers would have great **synergy** while they were creating his album. Whether you're running for council person, mayor, legislator, or beyond, make sure that the work environment and team is conducive to your mission, and platform. It's more than "**just working**," it's a willingness to go above and beyond during any situation.

- Ensure that each person truly understands their role.
- Provide training and development tools.
- Step away and let them do their job.
- Meet with team members regularly to discuss goals.
- Develop a game plan for their growth.

## HERE'S YOUR TEAM

### *Campaign Manager*

This is your ride or die right here!

The campaign manager oversees all aspects of the campaign including day-to-day operations, the hiring and management of staff, the coordination and implementation of the fundraising operations and ongoing coordination with the candidate. This person is also responsible for creating and managing the campaign budget. Campaign managers must have excellent organizational skills, be level-headed, have good interpersonal skills and not be afraid of raising money.

If it ain't about money they shouldn't be with it!

### *Finance Director/Fundraiser*

The finance director is responsible for raising the money that will allow the campaign to accomplish its goals. The finance director works closely with the candidate, campaign manager and a finance committee to meet the financial goals of the campaign. They are in charge of keeping the candidate on track with fundraising, preparing for and staffing call time, and overseeing all fundraising events.

A good fundraiser must be highly organized, outgoing and willing to push the candidate and campaign toward meeting their fundraising goals.

### *Communications Director/Press Secretary*

A communications director will oversee a PR and communications strategy, making decisions about which key audiences to engage, how to create and distribute content such as press releases and interviews, and what voice the organization should communicate in.

Keep this person close at all times.



# LEAD THE WAVE WITH YOUR TEAM

## Field Director/Voter Contact

Your name is Bennet and you ain't in it! Your schedule is very tight, but knocking on every house in your ward/community/district is impossible. Have trust in this person and let them lead the wave.

The field director is in charge of making sure the campaign gets its message out through direct voter contact. Their main responsibility is to develop a comprehensive plan that includes door knocking and phoning in order to ID voters and persuade them about the candidate. They may also coordinate voter registration efforts. Finally they coordinate the GOTV effort if there is no staff person specifically responsible for GOTV. The field director needs to be highly organized, energetic, capable of motivating and managing staff and volunteers and able to manage large quantities of data. As with most things, the number of field staff will depend on the size of the campaign.

You can be your own treasurer, or a close friend. #IJS

## Campaign Treasurer

The campaign treasurer oversees the financial and accounting aspects of the campaign. They monitor all contributions, maintain financial records and are responsible for compliance with the relevant election board. On smaller campaigns treasurers may have the responsibility to approve expenditures and assist in the preparation and monitoring of the budget. Campaign treasurers are often the only other individual, apart from the candidate, whose name is filed with an election authority, and must have significant experience in accounting or finance.

## Volunteer Coordinator

This person is the ear hustler of the streets. They need to be in the community at all times!

The volunteer coordinator works closely with the Field Director to identify, recruit and manage volunteers to help with various campaign activities. The job requires strong interpersonal skills, patience, persistence, enthusiasm, good communication skills and the ability to work with all kinds of people.

## Political Director/Constituency Organizer

The political director works with specific constituency groups to organize their involvement with the campaign, for example – labor, seniors, educators, veterans, communities of color, new Americans, environmentalists, and college students, etc. They help develop a voter contact plan in coordination with the field director for particular communities by building relationships with the existing organizations that represent these communities. This person should have experience working with diverse constituencies, commitment to expanding the base and good communication skills.

# LEAD THE WAVE WITH YOUR TEAM

## *Scheduler*

This person is "Reclaiming your time" #MaxineWaters don't let them down, please.

The scheduler is responsible for accepting and acting on all invitations, seeking out potential events and putting together the candidate's schedule. The scheduler makes sure that the candidate is briefed about each of the events and is given proper directions, contact information, and collects briefing information from the other team members on each event. The scheduler also ensures that candidate call-time and voter contact time remains the top priority. The scheduler needs to be assertive, meticulous with details, pleasant on the phone and able to say "no" when necessary.

This of this person as the "Debo" of the office.

## *Office Manager*

The Office manager is responsible for maintaining the campaign headquarters and coordinating the administrative aspects of the campaign. They may need to manage staff, infrastructure, supplies, and a myriad of other details. This person needs to have a good over-view of the entire campaign and the ability to solve problems as they arise.

### **LARGER CAMPAIGNS COME WITH LARGER RESPONSIBILITIES**

Use this section to identify the team you want with positions next to their names!

GOTV Coordinator  
Phone Bank Coordinator  
Canvass Director  
Research Director  
Policy Director  
New Media Director

# 4. WHAT WOULD NEIGHBORHOOD NIP DO?

*Leadership + Community*

It was only right to pay homage and share a few pointers of what I've learned from Nipsey Hussle while he was alive. Running for office doesn't mean you have to let go of your current surroundings to mold yourself in a space that seems unfamiliar. Running for office means you should maximize your leadership and amplify the potential of your community's voice. Nipsey became a Grammy award nominated artists who made it out the hood, but in the process, he developed ways for other people to have his blueprint on ownership, investment, and leadership. He was known as **Neighborhood Nip** because he knew everyone on the block.

If you're running for office locally, community engagement is one of the top goals that is needed on a campaign. Community engagement provides the campaign with holistic approaches towards policy change and reshaping the region.

## PRO TIP FROM THE: *Community*

A face-to-face meeting with individuals or a small group of individuals is called building relationships with community influencers. Refer to the prior **Balance your woes** to get more details on key influencers and what they can do for you.



Use this space to write down the people/organizations that you want to work with.

# 5. FOR THE LOVE OF MAXINE WATERS!

## *Stop hosting town halls meetings!*

When I worked on a congressional race in Illinois, I was given this fancy lame title, Constituency Organizer, which wasn't fancy at all. I was mainly field organizer that rallied up volunteers to canvass and knock on doors, but every once in a while I was given a chance to host small meet ups in the community. I reached out to **Local Business** owners who supported the candidate, or wanted to know more information about the candidate's platform. I asked **business owners** if they would open their doors as I would "**build**," which is another word for **recruitment**. Building for an event as a candidate or a staff member is all about building relationships with people in the community. We hosted these "community meet up's" at recreation centers, coffee shops, churches, businesses, and the homes of residents.

### **Be on time, homie!**

That includes your staff as well. The residents are there for you to hear their concerns and thoughts about ways to effectively address issues in their community.

Be positive, friendly. Know your agenda and the community that you are speaking in. Most importantly stick to your message and take notes each visit. Most candidates will have a staff member do this part. They will stand behind you with a small note pad, be an "**Ear Hustler**" and answer any questions that you might stumble on.

Overall, you or you and your team should develop a climate of **dope-ness**. Begin the visit by introducing yourselves and thanking the public for meeting with you.

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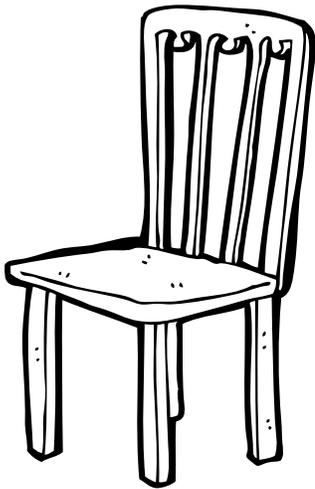
**Use this space below to figure out what places and people want to meet up at:**



## 6. GO GET THAT SEAT AT THE TABLE

Paralysis by analysis is the state of over-analyzing (or over-thinking) a situation so that a decision or action is never taken, in affect paralyzing the outcome. For most leaders running for office is not as easy as it looks. Whether it's a local, state, or federal race, **most candidates either want exposure, power, or to change their current leadership.**

Imagine spaces where we encouraged more black and brown people to run for positions that have been filled by white people for far too long. Your mere thoughts of running for office are not ludicrous, and can be valuable for future black and brown leaders. Getting a seat at the table is not always easy for black and brown people, but its attainable.



Shirley Chisholm was a politician, educator, and author. In 1968, she became the first black woman elected to the United States Congress. I often ask myself **WHAT WOULD SHIRLEY DO?** In honor of her leadership I wanted to dedicate the last chapter by acknowledging her famous quote "**If they don't give you a seat at the table, bring a folding chair**". As the first black woman elected to Congress, Shirley should be an inspiration to us all to make the room we deserve. **No seat? No problem!**

I hope you take this mind set with you at every table you sit at this election cycle and beyond. The time to run for office is now. With support of **Black and Brown Leadership in Politics**, we can support with the right opportunities to do so.

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Use this space below to figure out where you're going to take your folding chair.

[www.BlackandBrownLeadership.com](http://www.BlackandBrownLeadership.com)

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