

BALANCE YOUR WOES.

A GUIDE FOR KINFOLK DREAMING IN A WORLD OF POLITICS.

⊕ Black and Brown Leadership in Politics provides support nationwide to candidates of color who run for elected office. We develop creative solutions for media, organize volunteer recruitment efforts, develop field strategy, provide opposition research, and design post-election community outreach plans.

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POWER TO THE PEOPLE

To the people and organizations that have always worked to support disenfranchised and marginalized communities.

To our past leaders who did not live to see the fruits of their labor.

You remain in our souls and live on in our hearts.

To the many people of color around the nation who have become enraged after the 2016 Presidential election, Black and Brown Leadership in Politics is for you.

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Monti Hill

1. DON'T BE AFRAID.

2. IDENTIFY YOUR FOLK.

3. DEVELOP YOUR DREAM TEAM.

4. MANAGE YOUR TIME.

5. REFLECT + DISCOVER.

6. VOLUNTEER.

7. FILE + DO THE WORK.

1. DON'T BE AFRAID

After the 2016 presidential election, I saw black and brown people seek to run for political positions around the nation, often occupied by white males for far too long. With police brutality and families being separated it is not hard to believe so many black and brown people have become inspired to run for office to fight for our people and advance a policy agenda rooted in justice, love, and dignity from coast to coast.

The Beginning Stages

If you have ever considered running for office, fear should be the least of your worries. Look yourself in the mirror and chant loudly and boldly, "**what a time to be alive,**" and own the possibility to change the dynamics of our nation's political climate.

Here are a few examples that local leaders inspire to **run for office**.

1. **Changing the circumstances** of your community and being submersed in the trenches of the underserved. You should have the mentality of identifying solutions to problems that your current leadership is overlooking for black and brown people.
2. Usually people who run for office are looking for a seat at the table. Have the **mindset of Fred Hampton** and know that you are the table! Fred Hampton never ran for office, but he inspired his community by being that leader they needed. He never asked for permission. He was a fearless man that looked to his own people for answers.
3. Ending a long era of the **three L's** in your community (Lackluster Local Leadership).
4. In most cases it's a tradition for political leaders, which means white people are more likely to have this problem. It's called #Nepotism. Your overall goal should be to dismantle that political structure like the **boss that you are**.
5. It was a bet.
6. **The Simba Effect:** The community has decided you are the chosen one to stand up for everyone in the village. Mufasa was dropping some serious gems 24 years ago!

Interested in running for office?

Learn and trust the culture. Your community will be your biggest advocate if you let them. Working with your community to grow + develop has the potential to fix the issues and find solutions to the problems in community.

PRO TIP FOR THE CULTURE:

Use the space below to take notes and doodle:

1. Develop a plan and platform.

2. Create your team and build.

3. Research the steps on how to file for office in your community.

4. Support the revolution by becoming a member of organizations that support black and brown folks.

2. IDENTIFY YOUR KINFOLK

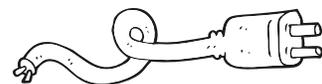
Have you heard the phrase, "**All skin folk ain't kinfolk?**" Angela Rye says this phrase most days as she's, "battle rapping" on CNN. **#SheBeKnowin'**

In all seriousness, not every black and brown person will be in your corner. Be mindful of everyone's intentions when you announce that you're running for political office. The first thing that you'll need to get started is funding!

There are two ways you can identify some real Political G's → **POLITICAL GENIUS**

1. The **Older Generation** has experience and leadership power that has the potential to still move and shake up the communities. They know more than you think because they've been through it.
2. The **Younger Generation** is a group that is often unheard, or not given the support they need. However, they have the ability to attract the most people. Also, everyone "loves the kids," and they will soon follow in your footsteps in political leadership.
3. **Community Leaders** provide you with resources and connections. They usually have political power themselves, or support community builders.
4. The **Community Activist** is a soldier who will always stand on the frontline, or probably put you on blast for not following through with your word for the people. They are also the "**glitter**" of the community. At a grassroots level, the revolution may not be televised, but it's the power of activism and community engagement leads to great political leadership.
5. **The Doer** is someone that has the ability to make it happen. They are the type of person that asks for forgiveness later in some situations. They have the ability to have the resources and make connections that can help you with your run. (These people are usually creative)
6. **The Connect + The Plug** are your political suppliers. These people absolutely do not have time to volunteer, knock on doors, or attend functions. They guide you so that you can go from zero to hundred. **#RealQuick**

PRO-TIP FOR THE CULTURE:



Keep in mind that some kinfolk will have multiple roles when you seek advice and support in your political run for office. However, remember that all "**skin folk ain't kinfolk!**"

TAKE NOTES + DOODLE

Older Generation

Younger Generation

Community Leaders

Community Activist

The Doer

The Connect + The Plug

3. DEVELOP YOUR DREAM TEAM

Use this space to put your dream team together, and get started in connecting with them!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

TAKE NOTES + WRITE DOWN THE DATES & LOCATIONS BELOW:

Before the meetup, make sure to do your research, and brainstorm ways on how your connections can support you in running for office, (e.g., Meeting at the library, barbershop, restaurant, or a coffee in the area). If you live in a **gentrified community** you can meet at Starbucks.



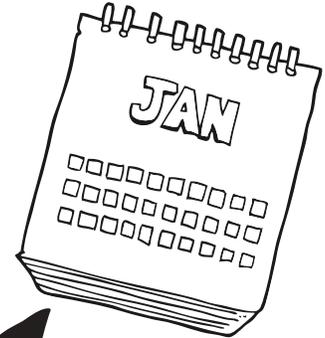
4. MANAGE YOUR TIME

The moment you decide you want to run for office is the moment you realize that time is not on your side, homie. You and your team will work long hours, probably seven days out of the week. The team you develop or volunteers you recruit is very important in remembering that their time is just as valuable as yours.

DISCOVER + UNDERSTAND:

Stay ready so you don't have to get ready!

Because of #Racism and #SystemicOppression, black and brown people are plagued with the pressure of "excellence or else." As uncomfortable as that sounds, it's true. Find ways to be efficient so your schedule allows you to maximize your time. You'll be more equipped for victory when you are organized.



Tools and Resources that can help you plan out your days:

- Google Calendar
- Microsoft OneNote
- Trello (Mobile App)
- Boomerang for Gmail (This will save your life, but you have to pay for it.)
- Assistant.to (Helpful for scheduling meetings.)

Here are some suggestions to help you plan your campaign:

1. Talk to your family, friends, close colleagues, and mentors. Provide them with insight on your next move so you can get connected to their resources and support. If they are real Gs, they will provide you with honest feedback, love, and a circle of trust as you prepare to kickoff your campaign.

2. Don't quit your day job too quickly. Run the numbers to assess what it will take in terms of cost, doors that need to be knocked and phones that need to be called to understand what you will be getting yourself into. If the time and circumstances are right, feel free to say, "**Bye, Felicia,**" to your 9-5, but don't move too fast to do so. For example, if you're running for any state or federal position, consider a sabbatical. If you decide to run for a more local level position, be as transparent as possible with your supervisor, so allow for flexibility when things come up.

3. Your fundraising team needs to be on point. A well functioning campaign is only as great as your fundraising team. Make sure your team sets realistic goals for funding and stays diligent about you raising money continuously. Your team will need to be creative, inspiring, and motivated. Fundraising is one of the hardest things to do as a black and brown political candidate, but it's necessary and possible to be successful.

USE THIS SPACE TO CREATE

Create a list of friends, family, and close colleagues. For example, Uncle Pookie might be able to slide you a fifty one time, but Sara will only come through with \$25 on a monthly basis. (However small or large this ask might remember these folk are the ones that got your back!)

Develop a personal script to practice asking them for money.

5. REFLECT + DISCOVER

The People: We've seen people rise and shift elections results for the good & bad. Identify the people by talking with folks on the grassroots level. Door knocking is the best way to get connected and hear from the people themselves.

The Community: Develop a mini town hall in your community. This town hall doesn't have to be publicized, but it has to be effective. Shifting the culture forward involves a community effort. Learn to develop creative ways to support your community in order to rebuild + grow.

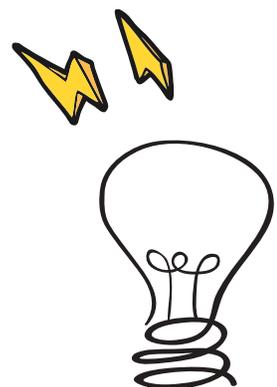
The District: The best ways to obtain is to gain support from the state party, and grassroots organizations that host community canvasses. This information can help you obtain vital contact information about potential voters in your community.

The Outcome: Your overall outcome should be about community building as a potential candidate or community leader. You'll become familiar with the people in the community, which would be a great outcome if you decide to run for office.

The Purpose: By identifying your purpose early on you'll obtain the resources, support, and guidance on your role in the community/district. The mission is to dismantle the poor leadership in your community to rebuild opportunities for the next.

PRO TIP FOR THE CULTURE:

Use this space to write down your passions and opportunities for the community/district.



6. VOLUNTEER

Volunteering should not be a publicity stunt for the camera. Find an organization in your community or district that focuses on people of color. Get connected if you haven't already. Make sure that you are not just doing the bare minimum, but you're actually engaged in the mission of the organization. Join a committee and get involved, and if there isn't a committee, develop one. You're about start a political campaign, so this is the perfect time to understand the process, develop your platform, or brainstorm on what ways the organization is supporting people of color. Anything that you volunteer for is an opportunity to maximize your leadership for growth.

You'll be doing a lot of "**shaking hands and kissing babies**", not really, but you'll be in the public eye once you announce what you are for. Volunteering early on is the key for you to connect with potential volunteers. Some of the best campaigns, win or lose, were successful because of loyal volunteers that they had. Volunteers are the gatekeepers between your potential campaign and the voters. So, the next time you go to a function sign up and get connected!

Volunteering should be a **creative lifestyle** to encourage kinfolk, friends, and your future audience

PRO TIP FOR THE CULTURE:

Get a planner + Commit to the dates use this section below to write your notes

Move around from crowd and become a member of an organization that's around the way. Use this space to sketch your ideas, or write your thoughts out.



Youth Groups
Local Food Pantries
Local Libraries
Political Campaigns (Maximize Leadership)
Local Shelters
Young Professional Groups
Community Organizers
LGBTQIA Groups
Ministry Groups
Cultural Preservation Groups
Retirement Homes
Amnesty Organizations
Environmental Organizations
Public Schools
Health Organizations
Local Charities
Job Readiness Groups
Military + Veteran Groups

7. FILE + DO THE WORK

Every year candidates for state and county offices around the nation miss the initial deadline to submit financial disclosure statements.

Every state has different requirements when it comes to filing, so make sure that you call your local Secretary of States office to obtain more information about the political position that you're interested in. Make sure that you get a Treasurer to run your campaign. This position is the least of the worries and most likely the least active person on your campaign. Heck, you can be your Treasurer in most political campaigns. This person can be a friend, family member, or homegirl's best friend's homeboy. Whoever it is, make sure that they live in the area, or district that you're trying to lead.

CHECK YO'SELF BEFORE YOU WRECK YO'SELF

- Identify the time you have before your election
- Ask 2-3 people (homeboy, homegirl, kinfolk, or your neighbor) if they will commit time to volunteer or support you. This can be a simple text or phone call.
- Open a bank account (You know what I mean when I say "Don't be that person" make sure all your finances are straight before you run for something.)
- Spend time developing your platform and why you need the support of the community!
- Make a logo or pay someone to develop a logo for you.
- Develop accounts for all your social media (email and social media). Be consistent in your brand, narrative, and passion.
- File for office
- Host a small gathering (not a function--a gathering). You can celebrate after your win! **#Aintnotimeforaturnupsoearly**
- Launch your campaign on social media
- Be humble, enjoy the ride, and make history!

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