


# MFDW Candidate Training

The Mississippi Federation of Democratic Women offers this candidate training for Democrats who are running for political office. Laws and Politics change, winning a political office requires persistence to work on your campaign every day. Become the Good Trouble you always wanted to meet. This is our 1<sup>st</sup> class to get candidates started. We want you to feel confident that you know what you're going to do to win your election.








# William E. Egner

**DESOTO COUNTY  
SUPERVISOR DISTRICT 3  
DEMOCRATIC CANDIDATE**  
**7497 JENNIFER DRIVE  
HORN LAKE, MS 38637  
901-921-0874  
BILLEGNER@ATT.NET**

**HOW TO DONATE**

-  **CASH APP:**  
\$WilliamEEgner
-  **ACT BLUE**
-  **GIVE BY MAIL**

**PRIMARY ELECTION:  
AUGUST 8, 2023**

**GENERAL ELECTION:  
NOVEMBER 7, 2023**



# Welcome by our Mississippi Federation of Democratic Women President Lovie West

The purpose of the MFDW is to support the Democratic Party so that we recruit candidates, especially women, to run for office and win elections. Democratic women and men who are residents of Mississippi are welcome to join the Mississippi Federation of Democratic women, email [lovie.west@gmail.com](mailto:lovie.west@gmail.com) for an application.





# Candidate Training Agenda

The Primary goals of the Mississippi Federation of Democratic Women is to recruit Democratic candidates and help the Democratic Party win elections.

## Steps for Starting your campaign

- ✓ You are responsible for following the law.
- ✓ Create Campaign Google Account
- ✓ Press Release
- ✓ Get ready to raise funds
- ✓ Professional Photo & name tag
- ✓ Create your brand
- ✓ Know your district
- ✓ Plan weekly campaign meetings
- ✓ Set up your answering machine
- ✓ GOTV August 8, 2023
- ✓ Improve yourself





# Starting Your Campaign

Recruit your initial campaign committee. The law requires others to handle your campaign funds. Recruit trusted family and best friends to help you with your 9 month election campaign. Invite additional volunteers to your weekly campaign meetings. Ask for “seed money” from yourself and family to help you pay for start up costs.

- a. You must have a treasurer who will handle your campaign funds.
- b. YOU or a volunteer must be responsible to electronically file Mississippi’s required candidate financial disclosure paperwork.
- c. A campaign manager is good to help you plan and coordinate your activities. If you can’t afford/find one, you will be doing it.
- d. Recruit a volunteer to help you with social media: A website? Facebook? Instagram? Twitter? Tick-Tock??
- e. As you recruit volunteers, create positions of responsibility for them and always thank them for their time.





# Cherish your Campaign Volunteers

1. Be organized so that if you have volunteers, you have something for them to do. Volunteers are donating a valuable commodity to your campaign, their time. Don't waste it. Recruit volunteers that can help you with your weaknesses. If you're not a good writer, photographer, social media poster...
2. Volunteers show up to help you, not to sit around. Don't ask for them to come to a meeting unless you have a planned agenda, or activity with the time and the location of where you will need them. Be sure to have all the supplies needed to be successful.
3. Provide water and needed materials for volunteers to use when they are canvassing, doing visibility. Provide stationary/stamps/addresses for writing thank-you notes. Access to the VAN for organizing an event or a phone bank.
4. Volunteers are hard to come by, sometimes they are Democratic party leaders, or voters who are in training to run for a future office. Try not to ever speak badly about your volunteers, especially in front of other volunteers. Be cheerful and kind so they enjoy your company and volunteer more than one time to help you and other Democrats win your elections.



**“**

**-> Plan your campaign strategy.  
Focus on your strengths.  
This is YOUR campaign.  
YOU make the decisions and the choices.  
The victory or defeat will be yours.**

**”**



# Mississippi Law: It Must Be Followed And YOU, the Candidate, are Responsible



- The Mississippi Secretary of State is responsible for all Mississippi elections.
  - They have a website and election attorneys to answer Mississippi election law questions.
  - The SOS 30 page **candidate qualifying guide** is here: <https://tinyurl.com/ycycz4ms>
- Read the candidate qualifying guide.
- Ask legal questions of election attorneys
  - (e.g.: Secretary of State, Kyle Kirkpatrick 601-359-5137)
- Lay people (local Democrats and volunteers) will want to be helpful and answer your questions, please don't ask them.
- The County or State Democratic Party will be responsible for certifying the primary election results – you cannot be an active member and certify your own campaign results.





# Mississippi Law: It Must Be Followed And YOU, the Candidate, are Responsible



STATEMENT OF ECONOMIC INTEREST All elected officials (excluding federal office holders, levee commissioners and election commissioners), appointed officials and candidates seeking office are required to electronically file a Statement of Economic Interest with the Mississippi Ethics Commission. Candidates for elected office must file within fifteen (15) days of qualifying. Which this year is Feb. 1<sup>st</sup>, so Feb 16<sup>th</sup> is your deadline. Persons appointed to office must file within thirty (30) days of appointment. Incumbents must file each and every year on or before May 1st . Additional information may be obtained from the Mississippi Ethics Commission: Physical Address 600 North Street, Suite 100-C Jackson, Mississippi 39202 Postal Mailing Address Post Office Box 22746 Jackson, Mississippi 39225-2746 Telephone: (601) 359-1285 Facsimile: (601) 359-1292 [info@ethics.state.ms.us](mailto:info@ethics.state.ms.us); [www.ethics.ms.go](http://www.ethics.ms.go)



# Mississippi Law: It Must Be Followed And YOU, the Candidate, are Responsible

Candidates are required to file campaign financing information by specific dates. You are responsible for complying with the law. The dates are all listed on the SOS website under their 2023 election calendar. Put those dates on your calendar(s), and on your working agenda to make sure they will get done.

Note: All of YOUR filed information is available for the public to view.





# Mississippi Law: It Must Be Followed And YOU, the Candidate, are Responsible

Create the core of your campaign committee with trusted friends who are willing to help you for the next 9 months: treasurer, auditor, campaign manager, scheduler, social media coordinator, etc. The more the merrier.

You will need the names of at least 3 of them and their contact information for the State of MS and for the bank account etc. If you use fewer names, and during the 9 months they have to resign, you may lose access to your bank, so add at least 3 so you have back-up.

(Sometimes the treasurer's name is required to be added to a radio advertisement.)





# Campaign Strategy

President Biden will soon declare if he is running for re-election.

The DNC will swing into action in the purple states.

Mississippians will want to get involved/volunteer in the Presidential Election. Will your campaign attract them?

What will your campaign strategy be??



Republicans only need one reason to vote.  
Democrats only need one reason not to vote.

**Not knowing the election date**  
is our Democratic voters biggest failing.  
Next years Presidential election will impact  
your campaign, but when is YOUR election?  
You have to tell voters.  
Repeatedly.



# Organize with Gmail

Set up a free **campaign** Gmail account. Send all campaign correspondence from there. Check it daily. Google Drive gives you a place to share documents with your campaign: Donor List / volunteers / press / local groups/ your press releases / links to stories about you. Your campaign can then help you respond to your email and help create documents that you will need to keep organized.

## Your Donor List

For reporting purposes have someone input this important information into your campaign Excel spreadsheet that you have on your shared drive, so that your campaign team can accurately report donations. Be grateful! Before you cash their check or spend the money, send a thank-you note, notes can be sent by volunteers if you provide them with the stationary and the contact information. Maybe they will donate monthly?





# Press Release

Carefully create a press release to announce your campaign and send it out before the Feb 1<sup>st</sup> deadline so that the press will have it to use for their Feb 2<sup>nd</sup> story.

It should contain Your Name, OFFICE SOUGHT, contact information, acceptable donation methods, social media, a brief bio, the election date(s) and a brief statement/quote about “**why you are running for office**”. Your press release should not exceed one page. Include a good portrait photo of your face. Plan an announcement event on the Courthouse steps...? .

If you have a campaign manager, include their contact information. If you don't have some information use TBA (to be announced). For example, campaign website: TBA.  
Send your press release to all local/MS press.

Post your press release onto social media (not just your campaign social media but others who support Democrats) with your campaign hashtags: #YourName #Democrat #Mississippi #Election2023 #PositionSought #YourCounty #localCities

Print copies of your press release and hand them to local political officials and social group leaders (State/County/Municipal Democratic committees, MFDW, Indivisible, NAACP, AARP, LWV, Fraternities, Sororities, etc).

Don't let them accurately say they have never heard of you, nor from you.  
After you email your press release as an attachment, open it on your cell phone and swipe a picture of it to share on social media.



# Get Ready to Raise Funds

Apply online for a FREE EIN number for your campaign.

Set up a Post Office Box for your campaign, and for your checks. Your campaign will be 9 months long, the PO Box lease is for 6 months or 1 year. Do you want your checks returned in September? Pay for 1 year.

Have your first campaign meeting, elect a secretary to create minutes. That should include: The date, the name of your campaign (for donors ie: Friends of \_\_\_\_\_), and the officers of the campaign. Who was in attendance and then vote to approve the minutes. You will need these minutes at the bank in order to open an account.

Open a bank account for your campaign, take at least two campaign members (who will be allowed to sign checks) to sign the forms. Many banks will not allow you to sign bank documents separately, but require you to all be together to sign at the same time.

The candidate is not allowed to handle the money.

Many banks do not know how to handle political campaign accounts. Try to use a bank that another candidate has successfully used. Expect to spend 90 minutes doing this.



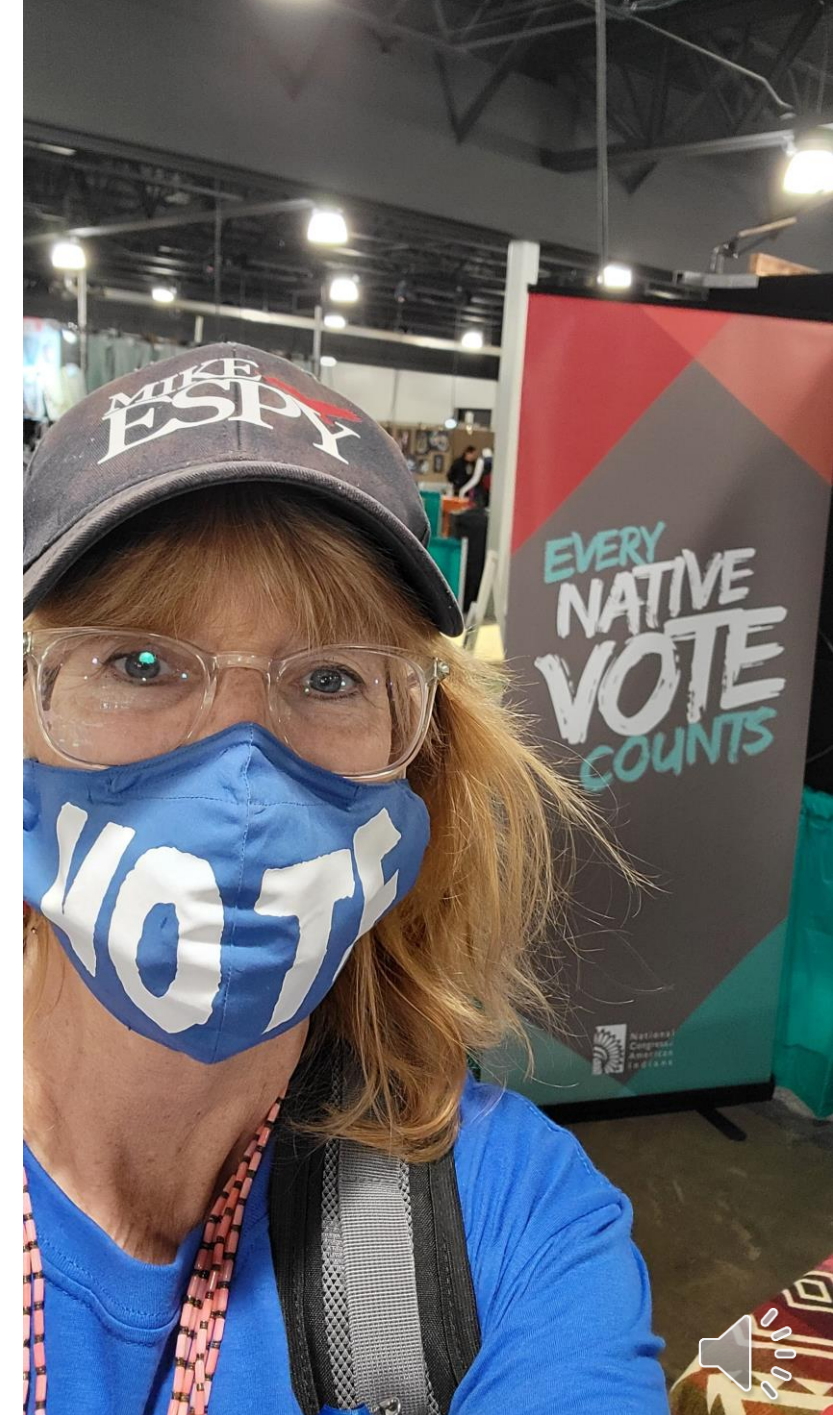


In addition to ordering checks and a campaign debit card from your new campaign bank account, set up other campaign fundraising accounts, some will charge fees. CashApp, Venmo, PayPal there are so many! Choose what works for you.

(Checks don't have fees, but some banks will hold them for 10 days. )

**Apply for an Act Blue account. Act Blue is trusted by known political campaign donors, and charges a percentage of every donation, but they also collect the required fundraising reporting information & mail your campaign a (weekly) check (that the bank might hold for 10 days after it is deposited. Rush your checks to the bank!**

**Always provide THE ELECTION DATE and your PO Box, or campaign office mailing information (for checks) on your fundraising campaign materials.**





# **Raising money is hard because people say no. The “personal ask” might get the donation, usually not the “email ask”. Start with your family.**

Your campaign will always need money to pay the bills, the most essential time to raise money is in the beginning. Don't spend more than you raise.

“In Kind Donations” are also good, and also must be reported.

Some voters are more likely to give your campaign things you need than to give you cash , which are called in kind donations. Ask for postage stamps, a year's rent for a PO box, a gift card for gasoline, or use of an office for your campaign. Always have a prioritized list of what you need so you can mention it when asking for funds. Some donors like to know what you need.

Write/text/email thank-you's.

Take pictures of all donation checks/cash sign up sheets before depositing, and write them into your campaign Excel spreadsheet.

Note: The MFDW will host another training just on fundraising, and you can attend more candidate training from other organizations.



# Raise Money Now!

## Know that Radio ads will sell out first!



Raise Money for Radio ads that have to be paid for in advance! Try to buy them ASAP.



The closer it is to election day, the fewer radio ad slots will be open for you to purchase



Make your list of radio stations that you think your voters will listen too, and find out their fees.



If you wait until September or October of 2023, to reserve time for your radio ads, they will be sold out.



Find sponsors for your radio ads.

“Don't say NO for other people.  
Ask them: to donate, to  
endorse, to Mentor to help  
you...maybe they will say YES!”



# Professional Photos & Your Appearance

- Take professional campaign photos!
- Your Face portrait, should be used on your Press Releases, social media and campaign materials. The press may look for your photo on your social media, so offer your preferred picture.
- Look your best.
- Do not substantially change your appearance so that you are not recognizable.
- Invest in “campaign clothes” so you look like the professional you want to become.



**Buy at least 2 name tags.**

**Don't presume that people know who you are and what office you are seeking.**



## **WEAR YOUR NAME TAG!**

- Your name tag should have:
- Your name
- The position sought
- **The Election Date.**
- Have a brief tiny speech ready.
- Have a push-card with you to hand them.

# Sample of a Fast Introduction when meeting the public: while shopping, etc.



Shake their hand, then hand them your push card, look them in the eyes, (don't look away) as you say:

“Hello, Nice to meet you! My name is Mark Guy and I’m running for Constable here in Olive Branch. I hope you will vote for me on November 7<sup>th</sup>. Here’s my contact information if you have any questions or want to help us with our campaign.”

If they are receptive then add their information into your cell phone, along with a selfie to remind you of who they are. Text them the selfie with your prewritten promotion that you have saved in your phone to copy and paste: Hi! This is Mark Guy, 2023 Democratic candidate for Constable, District 1. It was nice to meet you today. I hope you’ll vote for me on Tuesday, Nov 7<sup>th</sup>, 7am-7pm.



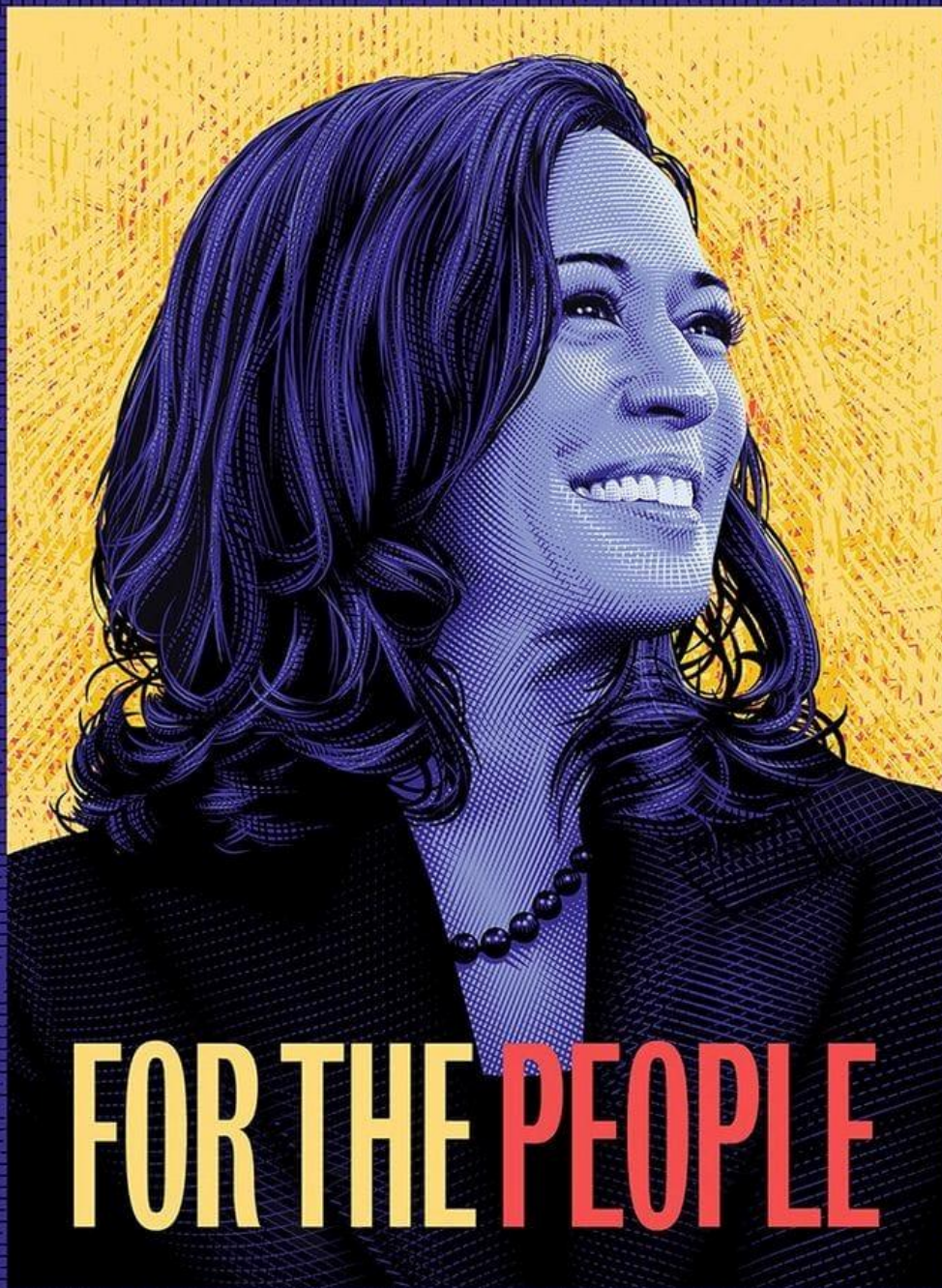
# Your Voice Mail Message:

It needs to support your campaign and our two election dates!

- Become the candidate you want to meet by being helpful, prepared and informative, even if it's on your social media or answering machine.
- A common question from voters is: When is the election date? Don't let your friends who call you say they didn't know you were running for office or didn't know the election date. Have a pre-written text message to reply to unknown callers.
- Sometimes it's just a better use of your "campaign time" to text an unknown caller for 30 seconds verses talking to an unknown caller for 30 minutes.







## Sample Answering Machine Script”

“Hello, This is Gwendolyn McClure and I’m the Democratic Nominee for Mississippi House District 25. Please vote for me in our Democratic primary on August 8<sup>th</sup> and again on Tuesday, November 7<sup>th</sup>. The polls are open from 7am until 7pm. Donations are always welcome and needed. You can send me a text at this number for a quick reply. Thank-you for calling.”



# Schedule Your Life

You are responsible for your campaign and the decisions on how it will be conducted.  
You are responsible for your happiness and your life during and after the campaign.

So.....Don't lose your private life to your campaign!

## SCHEDULE YOUR LIFE:

- When do you work? When is your family time? "Your time"? Sleep time? Dinner Time?
- People might tell you what you should do, which is contrary to your campaign plan.
- Voters may call you every day, at all hours, manage this on your cell phone or text message. ( For example: My campaign hours are Saturdays 2-5pm.)
  - You don't always have to answer your phone.
  - Record a good phone message and make sure your answering machine messages are checked & it's not full.
  - Respond to messages, even if that means handing your cell phone to a volunteer while you work on something else.



# Schedule Your Campaign

You are responsible for your campaign and the decisions on how it will be conducted.

- Prioritize your campaign activities. What is important for your campaign to attend and to do? Plan now so you have a strategy to follow.
- Is there a “Ground Zero” like DeSoto County, or a precinct that you must win? Plan events that target voters in that area.
- For example: Running for Board of Supervisors? Attend their bi-monthly meetings, create relevant talking points etc.

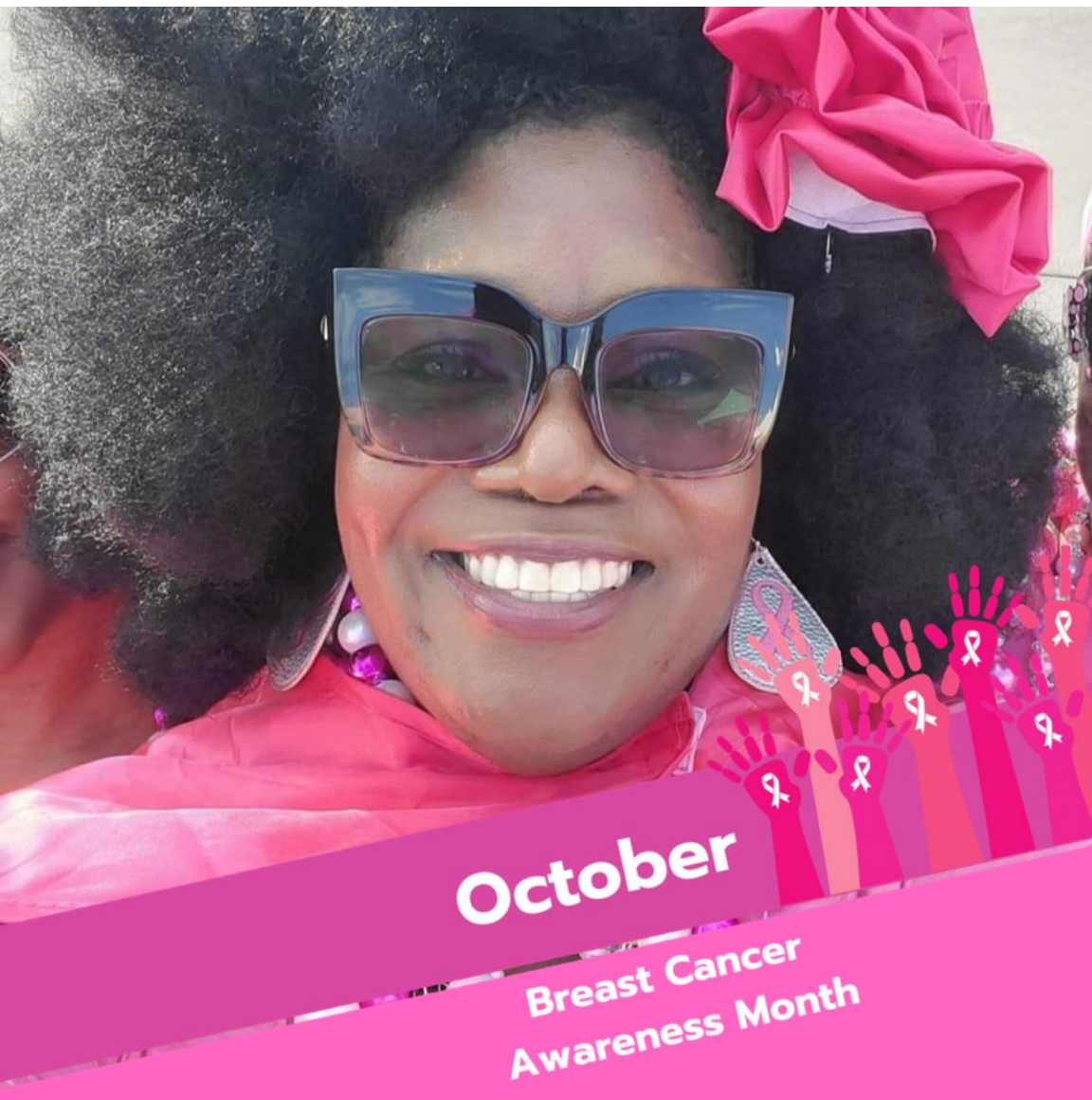




# Set Up Your CAMPAIGN Social Media

- Create a website, and use Facebook, Instagram, Twitter, ticktock to support your campaign on social media.
- Create your Hashtags.
- **Always include the election date.**
- Have volunteers help you post and share press about you.
- Save your hashtags/brand slogan in a location that is easy to access, like a Notepad App so you can copy/paste to every social media post and don't have to remember/rewrite.





# Create your brand

Who are you?

Create then share your brand!

Save it so that you can copy/paste when posting on social media:

“Pamela is your neighbor who shares your values.

Send #McKelvy to Jackson to represent you at the table where decisions are made.”

#PamMcKelvy #Democrat #Mississippi  
#Election2023 #MSLeg #MSHouse7  
#DeSotoCounty #Southaven #OliveBranch  
#CancerSurvivor





# Campaign Motto?

# Campaign Mascot?

A part of your campaign strategy is will you have a motto or mascot?

If your campaign wants to:

Assign a campaign mascot, like your pet.

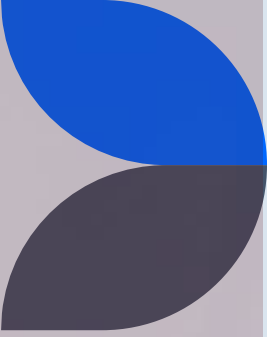
Think of a campaign slogan that you use in speeches: “Yes We Can”.

Incorporate art into your campaign?  
This is all campaign strategy.



# Know Your District – Know Your Voters

## Look at Previous Election Results



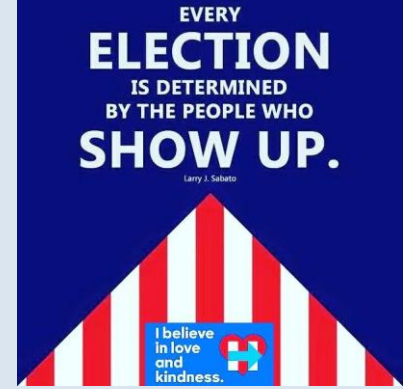
- Look at previous election results:
  - Who ran for your position last time and how many votes did they win by?
  - Where should you expect to receive the most votes?
  - What are the demographics of your district? The largest employer?
  - Where are the schools, healthcare and best shopping? KNOW YOUR DISTRICT!
- Have a Map of your district on your cell phone, another printed and laminated, with many copies for volunteers if your district boundaries are tricky.
  - Usually, voters have no idea which district they're in, so show them your map to know if they are “your voter”. Add their contact information/photo to your cell phone.
- It's important that you know the locations of your voting precincts.
  - Some of YOUR precincts might not be located inside your district boundaries.
  - There may be SPLIT PRECINCTS in your district, and on election day you should plan to have a volunteer at your split precincts with sample ballots that support your candidacy to make sure your voters know what their ballot is supposed to look like.

(If handed the “wrong ballot” which is missing your name, they need to know that they can hand the wrong ballot back and request a correct ballot.)



# Know Your District

## Look at Previous Election Results



1. Previous Election results are on the SOS and County Clerk websites. Research which of your precincts have performed the best in previous elections. Go back at least 4 years.
2. The 8 State-wide candidates will be on all of our Mississippi ballots, then our state is carved into smaller and smaller areas until the 2023 ballot is so long it will take up 2 pages. Will your candidacy be on the front or back page of the ballot?
3. If you want to win your election, you need to know your district, and try to team up with other Democratic candidates who will also be on your ballot. A primary election complicates matters, but politics are complicated. Try your best. Make a list of the other Democratic races in your district. Are there one or two Supervisor races in your district? Who are the other up/down ballot candidates? Do you have their contact information? **Team work makes the dream work!**
4. Contact your County Circuit Clerk to see how many “styles” / split districts there are in your district.
5. Absentee Voting begins 6 weeks before the election(s). That is when sample ballots become available. You will need to raise money to make copies of your sample ballot, consider asking donors for “in kind donations” to copy thousands of sample ballots.



# You can win!

Because you are a Democrat on the ballot!

The DNC has a 2020 Party Platform that proudly outlines our positions. Read it so you can use it as talking points and to answer voter's questions about what you support.



# Plan Weekly, IN-Person meetings to get things done.



## 2023 Democratic Candidates

Invite other Democratic Candidates who are not your opponent on the primary ballot to your meetings. Use zoom if your district is big.



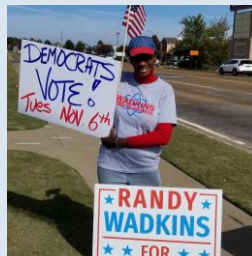
## Review your Schedule for upcoming week

It's important that you have activities. Invite your volunteers to attend and ask them what upcoming events they know about.



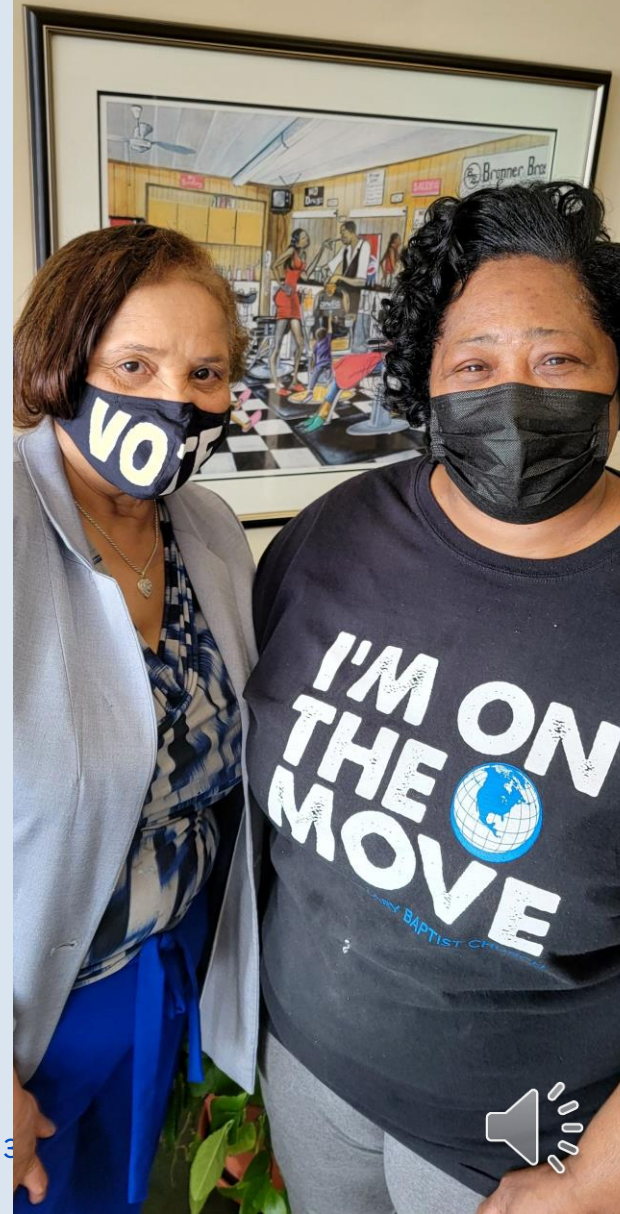
## Your Team

Invite your team and prospective new volunteers to your meetings, which should be at the same time each week.



## Take Pictures

Plan to take pictures of you attending events to share on social media. If there's no picture, you weren't there.





# Plan Events to Fill Up your Calendar



Mississippi  
Federation of  
Democratic Women  
Meetings



Local Democratic  
State, County and  
Municipal party  
meetings.



Indivisible  
Meetings,  
Mississippi  
Alliance for  
Change,  
NAACP Meetings,  
AARP Meetings,  
LWV Meetings,



Local City Council  
and County meetings.  
Chamber of  
Commerce Coffee  
Club business  
monthly meetings.  
Holiday Parades.



Join all local groups  
so that you receive  
notice about their  
meetings.

“

PARADES ARE FUN!

How many can your campaign BE IN?

Will you walk or be in a vehicle?

Have fun being the Democratic  
Candidate waving to voters in the  
parade!

”



# Attend Meetings:

## Schedule Appearances

- Wear your name tag when you attend meetings.
- Always have push-cards that promote your campaign (and the election date).
- If not invited to the meeting as a guest speaker, ask if you can please be introduced and speak for no more than 3 minutes. **DO NOT SPEAK MORE THAN 3 MINUTES** unless they ask you questions. Be respectful, their meeting is not about you.
- If you have been invited to speak at an evening meeting, ask how long you may speak and don't go over that time. If your commute is more than 2 hours long, and you need to stay in a hotel, ask the host of the event if they would please contribute to your campaign for gas and lodging.

## Appoint Surrogates for Meetings you cannot attend

- Surrogate Speakers need to have push-cards or the zoom invitation.
- In case the surrogate is allowed to speak, surrogates should have a pre-written speech that is shared in google documents or talking points that takes no more than 3 minutes.



# Sample of a 3 minute speech

(have yours memorized)

Good evening, my name is \_\_\_\_\_ and I'm the Democratic Nominee for \_\_\_\_\_ here in \_\_\_\_\_ County, Mississippi. Politics is about local elections and *having someone who shares your values* and whom you can trust to represent you at meetings where decisions are made and then voted upon. I will briefly tell you about myself, there is more information on my website/facebook page at this address\_\_\_\_\_.

I have lived \_\_\_\_ for \_\_\_\_ years. My wonderful family \_\_\_\_\_. My education is \_\_\_\_\_ and my work history \_\_\_\_\_. I share your values and concern about the future of Mississippi. I know I can be a good \_\_\_\_\_. The state of Mississippi will provide free training to the election winners, and so I am asking for your support so that I will be their A+ student next year.

I hope that you will donate your time and/or funds to help Democrats win our elections this year across the state of Mississippi. On the top of our ballots will be the gubernatorial primary election with Northern Public Service Commissioner Brandon Presley representing the most prepared Democratic candidate both financially and with experience for that position. Our Mississippi ballot will be two pages long with about 25 jobs needing you to choose winning applicants, Statewide candidates and local County candidates, and every Democratic candidate on it will need your vote. Please take my photo with your cell phone today and share that you met me on your social media. I need the publicity. If you use hashtag #YourName I'll be able to find it. Thank-you for voting in our Democratic primary election on Tuesday, August 8<sup>th</sup>, when the polls are open from 7am until 7pm and in our General Election on Tuesday, November 7<sup>th</sup> also 7am to 7pm. Again my name is \_\_\_\_\_ and if you want to text me my number is \_\_\_\_\_. I will be passing out campaign materials and answering your questions after this meeting.

Thank-you \_\_\_\_\_ for letting me address your guests today.





# TYPES OF DEMOCRATIC CANDIDATES

There are many types of Democratic candidates.  
Some will attend every meeting and make calls every day to raise money and ask for votes.  
Some have a full time job and will never be seen at public events but only add their name to the ballot.  
All types of Democratic candidates are welcome on our ballots. However, the MS Democratic Party is not able to prevent Republicans from applying to be on our Democratic primary ballots.  
Our primary system is open, and the MDP lost a ballot expulsion request in court.

**Complaining doesn't work.  
Voting does.**



# Remember 2015? Robert Gray? Your GOTV Test Run is Tuesday, August 8, 2023, 7am-7pm!

## Brandon Presley VS Gregory Wash

- At this time, there are 2 Democratic candidates who will be on our Democratic primary ballot for Governor, in addition to your name.
- The top of our ballot means everything!
- If our Gubernatorial nominee lacks a coordinated & well financed campaign, your campaign will suffer.

*It bears repeating:*

*There will be a Democratic Primary election on Tuesday, August 8<sup>th</sup>,  
7am-7pm.*

*Even if you do not have a primary, you need to do your best to help get  
out the Democratic Vote (GOTV)*

*Use a sample ballot to help get out the vote.*

1/23/2023

SAMPLE Official Election Ballot  
STATE OF MISSISSIPPI  
TISHOMINGO COUNTY  
Congressional, Judicial, and Local SCHB2, SUP1 Sepcial  
Tuesday, November 8, 2022

# Vote 11/8/22

TO VOTE: YOU MUST DARKEN THE OVAL (●) COMPLETELY USING A BLACK OR BLUE PEN.  
Do not use a red pen, felt tip pen or any type of pencil.  
Do not cross out or erase. If you make a mistake, you may request a new ballot.

<p>For US House Of Rep 01 1st Congressional District Vote for ONE</p> <p><input checked="" type="radio"/> Dianne Black Democrat <input type="radio"/> Trent Kelly Republican <input type="text"/> Write-In</p>	<p>NONPARTISAN JUDICIAL ELECTION For Chancery Court 1 Chancery District 1 Place 4 Vote for ONE</p> <p><input type="radio"/> Stephen T. Bailey Nonpartisan <input type="text"/> Write-In</p>
<p>NONPARTISAN JUDICIAL ELECTION For Court Of Appeals 01 District 1 Position 1 Vote for ONE</p> <p><input type="radio"/> Jim M. Greenlee Nonpartisan <input type="text"/> Write-In</p>	<p>NONPARTISAN JUDICIAL ELECTION For Circuit Court 1 Circuit District 01 Place 1 Vote for ONE</p> <p><input type="radio"/> John R. White Nonpartisan <input type="text"/> Write-In</p>
<p>NONPARTISAN JUDICIAL ELECTION For Chancery Court 1 Chancery District 1 Place 1 Vote for ONE</p> <p><input type="radio"/> Brad Tension Nonpartisan <input type="text"/> Write-In</p>	<p>NONPARTISAN JUDICIAL ELECTION For Circuit Court 1 Circuit District 01 Place 2 Vote for ONE</p> <p><input type="radio"/> Paul Funderburk Nonpartisan <input type="text"/> Write-In</p>
<p>NONPARTISAN JUDICIAL ELECTION For Chancery Court 1 Chancery District 1 Place 2 Vote for ONE</p> <p><input type="radio"/> Michael Malski Nonpartisan <input type="text"/> Write-In</p>	<p>NONPARTISAN JUDICIAL ELECTION For Circuit Court 1 Circuit District 01 Place 3 Vote for ONE</p> <p><input type="radio"/> Kelly L. Mims Nonpartisan <input type="text"/> Write-In</p>
<p>NONPARTISAN JUDICIAL ELECTION For Chancery Court 1 Chancery District 1 Place 3 Vote for ONE</p> <p><input type="radio"/> Jacqueline Mask Nonpartisan <input type="text"/> Write-In</p>	<p>NONPARTISAN JUDICIAL ELECTION For Circuit Court 1 Circuit District 01 Place 4 Vote for ONE</p> <p><input type="radio"/> Michael P. 'Chip' Mills, Jr. Nonpartisan <input type="text"/> Write-In</p>

PLEASE VOTE FOR DIANNE BLACK FOR US CONGRESS!  
ELECTION DAY IS TUESDAY, NOVEMBER 8TH, 7AM-7PM.

This sample ballot is a compilation, and all candidate races will not appear on your ballot because you do not live in their district. Most races are non-partisan and uncontested. But some are contested, so do your research and support who you think is best.

ABSENTEE VOTING began September 26, and continues for 6 weeks, M-F, 8AM-5PM at all MS County Circuit Clerk offices, and on these 3 Saturdays, 8AM-NOON: October 8th, October 29th and November 5TH. Nov. 5TH is the last day to vote absentee in person. October 10th is the deadline to register to vote.

PLEASE SHOW UP TO PROTECT OUR DEMOCRACY AND VOTE FOR DEMOCRAT DIANNE BLACK FOR US CONGRESS.  
"The job is simple, just vote yes or no. I can do that!"  
[www.DianneDodsonBlackforCongress.com](http://www.DianneDodsonBlackforCongress.com)  
This sample ballot is campaign material and created and paid for by Friends of Dianne Black for US Congress.

SPECIAL ELECTION  
For Supervisor 1  
District 1  
Vote for ONE

☐ Eric Booker Nonpartisan  
☐ Joey Price Nonpartisan  
 Write-In

For Tishomingo County Special  
School District  
School Board Trustee District 2  
Vote for ONE

☐ Whitney Bonds Kilgore Nonpartisan  
☐ Jessica Parrish Seaton Nonpartisan  
 Write-In

VOTE NOVEMBER 8th, 7AM-7PM



“



- Yard Signs don't vote, but voters ask for them.
- If you decide to pay for yard signs, be sure to include THE ELECTION DATE
- Have at least 5 yard signs made so that you can take them with you and photograph them at different locations in your district and to use at events to support your campaign.
- People may steal your signs, so when your campaign begins, don't put them out in public because they'll be stolen. Take photos of them to share on social media as though the signs are all over your district!
- When election day is 30 days away, set them out, especially at voting precincts on election day.
- In tiny letters on the bottom, comply with Mississippi Election Law to state who paid for the yard sign. For example: Paid for by Friends of Representative Hester Jackson-McCray



# Find a Mentor or Two

**A former Elected Official, party member knows the ropes & can help you!**

A mentor can plan a fundraiser or two, virtual or in person.

An invitation hosted by a mentor to a fundraiser should include the option to donate even if you cannot attend.

## Social Media

A mentor can add posts to your social media, take pictures of you at events and be a surrogate speaker when you cannot attend.

A mentor can join your meetings and give tips and advice.



**Women's  
Rights Are  
Human  
Rights**





# From the Desk Of:

## Make videos of your positions

Announce your campaign!

Try to talk about what is possible if you are elected to that job.

Do not say you are going to do things that are not a part of the job description (like change Federal law).

## Instagram

Used more than any other media service in Mississippi, Instagram allows you to simultaneously post on multimedia platforms with just one post. You must set it all up so that your video can be simultaneously posted on Facebook, Tumblr, Twitter and Instagram. Use your hashtags!

## Facebook Live

Talking live on Facebook about issues or an event you are attending is a great way to attract new followers to your campaign. Prewrite where you are, #'s and what you're doing so that you can just copy and paste.

## Teleprompter

Add a teleprompter App to your cell phone to share pre-written heartfelt ideas with voters.

# Make Yourself a Better Candidate

If you are not a good public speaker, take a class! There are easy videos online that you can review when you make the time.

Enroll in Candidate Training classes

Take Social Media Classes

Learn all you can about the job you want and create talking points about why you should have it.





# In Summary: You have to set everything up so that you will be organized before you begin to campaign. You need to concentrate on raising money ->Right Now!



## Simplified Steps:

1. Recruit your campaign team, hold a meeting, create an agenda with all required government filing dates, take minutes, determine campaign mailing address, and who will be responsible for handling campaign finances, then go to the bank when you have money you can deposit. Be sure to order campaign checks and a debit card. Open a checking account using campaign address and the names of three volunteers who will be authorized to handle the money.
2. Have professional pictures of your portrait taken. Create a press release to send out announcing your campaign and pass them out. Get a name tag and design some pushcards. Write some quick speeches 1 minute and 3 minutes and have a good phone message recorded.
3. Create a campaign gmail account. Store your campaign working agenda on Google Drive. Create campaign social media and hook them up so that when you post to Instagram you also post to FB, and Twitter. Recruit volunteers to help with social media.
4. START RAISING MONEY. ASK YOU, THEN YOUR FRIENDS AND FAMILY FIRST.
5. Create your campaign strategy and your brand to win by studying election results from at least 4 years ago. Will you have a campaign motto, what are your hashtags? Load a Notepad App onto your cell phone to keep this information handy to copy and paste. Create a quick text message to respond to unknown callers.
6. Fill up your calendar with meetings, and recruit mentors and surrogate speakers to help attend them.
7. Take online classes to help you and your team understand how to win your popularity contest, and always remember to stress the election date.



**“Whatever community organization, whether it’s a women’s organization, or fighting for racial justice ... you will get satisfaction out of doing something to give back to your community that you never get in any other way.”**

**— Ruth Bader Ginsburg**





# There will be 4 more MFDW Candidate Training topics with guest speakers!

- ✓ Fundraising
- ✓ Social Media
- ✓ Networking – the VAN, your cell phone, other campaigns.
- ✓ **Getting Out the Vote** = GOTV, sample ballots become available 6 weeks before the election. There are different styles in split districts.

Sign up on our website for the zoom invitation. [www.mfdw.org](http://www.mfdw.org)



**Thank you**  
**Thank you**  
**Thank you**

This presentation was written & presented by Kelly Jacobs, Chair of the Mississippi Federation of Democratic Women's Political Action Committee. 662-429-4412, KellitaJ@aol.com.

Thank-you PAC Vice-Chair Cynthia Philipone, Elizabeth Whittington and especially MFDW President Lovie West for your support.

To join the MFDW ask for an application using the comment section on our website: [www.mfdw.org](http://www.mfdw.org)

Please note:  
abortions are being  
banned before assault  
rifles. It's not about  
the sanctity of life.  
It's about control and  
power.





# Who is Kelly Jacobs?

## Mississippi Civil Rights and Community Activist

### Current and Past Volunteer Work:

Date – present: Member MFDW and Political Action Committee Chair.

2017 – present: Member DeSoto Marshall County Federation Democratic Women

1999 – present: Member DeSoto NAACP (since President Sadie Caldicut)

2005 – present: DeSoto AARP

2022: Volunteer Campaign Manager, Dianne Black for MS-01 US Congress.

1998 – 2022: Volunteer Member DeSoto County Democratic Executive Committee

2004 – 2020: Volunteer Member MDP, Indivisible NEMS, League of Women Voters

2004 – 2006: President DeSoto County Federation of Democratic Women

### Authorship and Sponsorship:

2022: presented a DeSoto County redistricting map with a minority/majority district.

2021: MS Early Voting Initiative 78, to require a minimum of 10 days of early voting, sponsored by H-40 Representative Hester Jackson-McCray.

2014: Initiative 48, 1st MS Ballot initiative to regulate cannabis like alcohol & require the Governor to pardon non-violent cannabis crimes

2010: Chaired DeSoto County Redistricting Committee, presented DeSoto HD minority map

### Awards:

2022: True Blue Award for Dedicated Service, NFDW.

2019: NAACP Sam Williams Citizenship Award

2011: Hall of Fame, DCEC. 2018 Civil Rights Award, DMCDFW

2004: Fannie Lou Hamer Award, MDP.

2004: Woman of the Year, Commercial Appeal.

2003: National Special Services Award, The US Chess Federation.



Political Fashionista, Obama, Hillary, Pelosi, Oprah & other political outfits, One Obama dress is on permanent display in the NY Historical Museum.

