



HOW TO GET POLITICALLY ENGAGED

WHERE TO LOOK

GETTING INVOLVED IN CAMPAIGNS AT EVERY LEVEL

- **MUNICIPAL LEVEL**

- CAMPAIGN FOR LOCAL OFFICES (MAYOR, CITY COUNCIL, TOWNSHIP COMMITTEE)
- FOCUS: NEIGHBORHOOD ISSUES, COMMUNITY ENGAGEMENT
- FIND YOUR TOWN'S GOVERNMENT STRUCTURE AT [THE LEAGUE OF MUNICIPALITIES WEBSITE](#).

- **COUNTY LEVEL (21 COUNTIES IN NJ)**

- EACH COUNTY HAS ITS OWN STRUCTURE, GOVERNED BY TITLE 19, FIND INFO [HERE](#).
- RESPONSIBILITIES: SUPPORT COUNTY-LEVEL CAMPAIGN ACTIVITIES, MANAGE RESOURCES, AND PROVIDE STAFFING
- ROLES: CAMPAIGN MANAGERS/COORDINATORS, CANVASSERS, PHONE BANKERS, CANDIDATE STAFF

- **LEGISLATIVE DISTRICT (NJ STATE LEGISLATURE)**

- CONSISTS OF 40 SENATORS AND 80 GENERAL ASSEMBLY MEMBERS
- TERMS: ASSEMBLY MEMBERS SERVE 2-YEAR TERMS, SENATORS SERVE 4-YEAR TERMS

(WITH A 2-4-4 CYCLE AFTER REAPPORTIONMENT)

- FOCUS: STATE ISSUES, PARTICULARLY THOSE AFFECTING THE DISTRICT (E.G., TRANSPORTATION, HEALTHCARE ACCESS, INFRASTRUCTURE)

- **FEDERAL LEVEL (US REPRESENTATIVES/SENATORS)**

- FOCUS: LEGISLATIVE ADVOCACY ON NATIONAL ISSUES (HEALTHCARE, CLIMATE, SECURITY)
- ELECTIONS EVERY 2 YEARS FOR REPRESENTATIVES, 6 YEARS FOR SENATORS; CAMPAIGNING CAN BE CONTINUOUS
- GREAT FOR BUILDING NETWORKS AT A LARGE FEDERAL DISTRICT LEVEL OR AT A STATEWIDE LEVEL

- **PRESIDENTIAL LEVEL**

- APPLY THROUGH OFFICIAL PRESIDENTIAL CAMPAIGN WEBSITES OR DEMOCRATIC NATIONAL COMMITTEE (DNC)
- ROLES: FEDERAL POLICY ISSUES, HIGH-VISIBILITY, LARGE IMPACT

NOTE: IF YOU'RE VIEWING THIS ONLINE, YOU'LL FIND CLICKABLE LINKS.
FOR PRINT READERS, PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION.



COMMON SKILLS ACROSS CAMPAIGNS

- VOTER OUTREACH (PHONE/TEXT BANKS, CANVASSING)
- COALITION BUILDING
- COMMUNICATIONS & SOCIAL MEDIA MANAGEMENT
- FUNDRAISING

DEMOCRATIC PARTY INVOLVEMENT

- NOT TIED TO A SINGLE CAMPAIGN? JOIN YOUR LOCAL DEMOCRATIC PARTY!
- LOCAL PARTIES COORDINATE CAMPAIGNS FOR MULTIPLE CANDIDATES WITHIN DISTRICTS
- BENEFITS: NETWORKING, EXPOSURE TO DIVERSE CAMPAIGNS, COMMUNICATIONS, ETC.
- FIND VOLUNTEER OPPORTUNITIES ON LOCAL DEMOCRATIC WEBSITES/SOCIAL MEDIA



WHAT ROLES CAN YOU PLAY IN A CAMPAIGN?

- **FIELD & ORGANIZING ROLES**
 - KNOCK DOORS, PHONE BANK, TEXT BANK, ORGANIZE COMMUNITY EVENTS.
 - PLAN VOTER REGISTRATION DRIVES, BRING LOCAL KNOWLEDGE AND CONNECTIONS.
- **OTHER VITAL ROLES**
 - EVENT PLANNING: HELP ORGANIZE FUNDRAISERS, FIND VENUES.
 - DATA & DIGITAL: MANAGE WEBSITES, TRACK VOTER TRENDS, RUN EMAIL/SMS CAMPAIGNS.
 - FUNDRAISING & MEET & GREETINGS: HELP WRITE DONOR EMAILS, MANAGE LOGISTICS.

HOW TO MATCH YOUR SKILLS WITH ROLES ON A CAMPAIGN

LOCAL KNOWLEDGE	EVENT PLANNING & COMMUNITY OUTREACH
RESEARCH & ANALYSIS	POLICY TEAM
PEOPLE SKILLS & ENERGY	FIELD ORGANIZING
WRITING & SOCIAL MEDIA	COMMUNICATIONS TEAM
VIDEO EDITING/DESIGN	DIGITAL MEDIA & ADS



ADDITIONAL TIPS & RESOURCES

BUILDING YOUR NETWORK - HOW TO BUILD CAMPAIGN CONNECTIONS

- **REACH OUT:** EMAIL OR APPROACH PEOPLE AT EVENTS.
- **BE SPECIFIC & RESPECTFUL:** MENTION SHARED INTERESTS OR COMMON CONNECTIONS.
- **STAY IN TOUCH:** SEND UPDATES ABOUT YOUR WORK TO STAY ON THEIR RADAR.
- **TAP INTO CIRCLES:** ASK SCHOOL ALUMNI, LOCAL LEADERS, OR FAMILY FRIENDS FOR CONNECTIONS.
- **CAMPAIGNS RUN ON RELATIONSHIPS:** YOUR NETWORK CAN HELP OTHERS, TOO!

RESUMES, REALITY & PASSION

- **FIRST IMPRESSIONS MATTER:** KEEP YOUR RESUME CLEAN AND TAILORED (5-10 SECONDS OF ATTENTION).
- **ALWAYS INCLUDE A MESSAGE:** SEND A SHORT EMAIL OR MESSAGE WITH YOUR RESUME.
- **START SMALL, GAIN EXPERIENCE:** SAY YES TO ALL OPPORTUNITIES, EVEN LESS EXCITING ROLES.
- **PIVOT TO PASSION:** ONCE YOU GAIN EXPERIENCE, MOVE TOWARDS WHAT EXCITES YOU.

WHERE CAN YOU LOOK FOR OPPORTUNITIES?

- **MOBILIZE:** A TOOL TO FIND EVENTS; TAILOR BY INTEREST. CHECK OUT OUR MOBILIZE PAGE!
- **LINKEDIN:** NETWORK AND POST UPDATES ON WHAT YOU'RE DOING.
- **INDEED/FACEBOOK/GAINPOWER:** SEARCH FOR JOBS AND OPPORTUNITIES, SORTABLE BY ROLE, HOURS, LOCATION.
- **HANDSHAKE (UNIVERSITY-SPECIFIC):** OFTEN PROVIDED BY COLLEGES FOR STUDENTS.

AVAILABLE RESOURCES FOR ADVANCING INTO POLITICS

- **CAREER DEVELOPMENT OFFICES:** UNIVERSITY RESOURCES TO HELP WITH CAREER ADVANCEMENT.
- **ALUMNI NETWORKS:** REACH OUT TO ALUMNI FOR ADVICE AND CONNECTIONS.
- **HIGH SCHOOL CLUBS/ORGANIZATIONS:** START A DEMOCRATIC ORGANIZATION IF ONE DOESN'T EXIST. CHECK OUT OUR TOOLKIT HUB FOR RESOURCES TO GET YOUR OWN COMMITTEE STARTED!
- **DEMOCRATIC ORGANIZATIONS:** NJ DEMOCRATIC STATE COMMITTEE, COLLEGE DEMOCRATS OF NJ, NJ HIGH SCHOOL DEMOCRATS, DEMOCRATIC COUNTY PARTIES