

## How to Volunteer for Your Campaign of Choice



### WHY VOLUNTEER FOR A CAMPAIGN?

Volunteering for a campaign is one of the quickest hands-on opportunities to see how the nation's system for electing leaders really works! See what all the excitement is about and lend as much, or as little time, as you have to volunteer for a candidate running for office. Regardless of whether you are looking to promote pharmacy issues, support a candidate of your preferred political party, or want to learn more about the process, your work as an unpaid volunteer can advance pharmacy by building relationships before a candidate is elected to office.

### TYPES OF VOLUNTEER ACTIVITIES

Because a campaign is ever evolving and almost always short staffed -- there are many different things you can do for a campaign. Outside of supporting the overall operation of the campaign office, campaigns will likely want to put you to work to support one of the Key Components of Winning Campaigns: (1) understanding the district; (2) securing voter support; (3) maximizing finances; and (4) promoting visibility. A sampling of volunteer activities: calls introducing voters to candidates, door-to-door canvassing of campaign materials, voter registration efforts, event work, development of a candidate's health platform, research, web article development, and fundraising activities.

### FIND A CAMPAIGN

Each volunteer should find a campaign he/she supports. If you are not certain who is running for office in your area, review our election resources to review candidates who have filed to run for office.

### ESTABLISH YOUR NEEDS

Once you have identified a candidate with whom you connect, you still have another step to complete before you talk to the campaign. A successful campaign volunteer opportunity hangs in the balance of knowing what you think you would like to experience (although campaigns understand you may want to sample all types of activities). Know the answers to the following before calling the campaign:

**Availability:** How much time will you have available to volunteer for the campaign? Will your volunteer time be randomly when you decide to call to help, scheduled (i.e. every Monday 4-5pm) or sporadic (i.e. every Monday some time). It's not unusual for volunteers to start off with helping a bit here and there and enjoying themselves so much they eventually set up a regular volunteer schedule.

**Activities:** Campaign staff adore volunteers who are enthusiastic and available to do anything needed because that is the nature of the campaign world -- even for paid staff. Their ultimate goal is to elect their candidate and they are prepared to conduct an array of activities to do so. But, know what you are willing to do and feel comfortable communicating this information. For example, if you have a bad knee you may want to say you would really enjoy supporting activities taking place in the campaign office, as opposed to walking/canvassing the field.

### MAKING IT HAPPEN!

**STEP 1: ESTABLISH CONTACT.** Using our resources, contact the candidate's campaign office and ask to talk to the campaign manager or volunteer coordinator. Set up and attend a meeting where you can get a tour of the campaign office and talk about your schedule and ways you'd like to help.

### STEP 2: NOTIFY NACDS.

Tell NACDS about your campaign work as we may learn of events involving your candidate we can share with you. Complete our [survey](#) showcasing who you are connected to (and be a key contact) so we know who is "on the ground!"

### STEP 3: NACDS R&IMPACT POWER!

Inform NACDS about your campaign engagement and help illuminate the fact that pharmacy is not sitting on the sidelines and is in fact very political! Regardless of what you do for the campaign, it is important you help us promote the culture of engaged pharmacy! You will be the face of pharmacy to the candidate and you need to remind them pharmacy is there when it matters!

### STEP 4: DIVERSIFY EFFORTS.

Some campaigns have a number of volunteers so it's important to do what you can to be memorable. Diversify the way that you are volunteering for the campaign. Outside of your campaign headquarters activities, consider making a campaign contribution, hosting a fundraiser, writing a letter to the editor etc. This will help raise your profile with the candidate and the staff as a political player!

**STEP 5: LEAD OTHERS.** Show the campaign you are a power broker and recruit another volunteer. Campaigns understand volunteers are worth their weight in gold and when you bring in another volunteer you become twice as valuable. When you do recruit others, be sure to communicate your recruiting skill throughout the office -- telling them your good friend or coworker is signing up to volunteer.