

Launching Your Campaign

Basic Requirements

- #1 **Get your campaign EIN** online. Takes 10 min. Go to IRS.Gov.
 - Legal structure = political organization
 - Mark “No” when asked about Form 8871
- #2 **Open a bank account** in your campaign’s name.
- #3 **Start an ActBlue account** for fundraising. Go to ActBlue.com.
- #4 **File your Statement of Economic Interest with the SC Ethics Commission.**
 - Go to Ethics.sc.gov & file by **Noon on March 30.**
 - After you raise (&/or spend) the first \$500, you must file an Intital Campaign Disclosure with SC Ethics. Campgain Disclosure Reports are due **quarterly.** Go to Ethics.sc.gov to file.

Going Public

First, lock down your privacy settings and/or scrub social media.

- #1 **Prepare your social media.** Create separate accounts for your campaign to keep it distinct from your personal life. Review your existing profiles—either make them private or remove anything that could raise concerns. If you choose to keep them public, be prepared to stand behind what’s posted.
- #1 **Have professional photos taken.** These will be important to start up your social media & website
 - Headshot
 - 1/2 Body Shot
 - Banner
 - Postcard
- #3 **Prepare 3 brief platforms points.** Why are you running?
- #4 **Prepare branding/logo.** Keep it simple.
 - Sqature, rectangle, banner and round.
- #5 **Purchase and prepare a basic website.** For more help go to Designedtorun.com.
 - Coordinate the names of your social media handles and website domain address.

Additional Resources

- #1 **Purschase Vote File from SCDP.** Email Matt@scdp.org
- #2 **Participate in SCDP Campaign Training**