Winning Your Race

Building Credibility Through Endorsements

GOODPARTY.ORG
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4 REASONS ENDORSEMENTS WIN RACES

- Credibility transfer — endorser reputation bridges to new voters
- Network access — their list and community becomes yours
- Endorsements unlock more endorsements — legitimacy compounds
- Fundraising signal — donors see viability, de-risking the donation

5 CATEGORIES OF ENDORSERS

- Elected officials & former officeholders
- Community organizations & advocacy groups (watch filing windows)
- Civic leaders & influencers — pastors, principals, nonprofit directors
- Professional & industry associations
- High-profile individuals with name recognition

PRIORITIZATION FRAMEWORK

- High impact + warm path → First call this week
- High impact + cold relationship → Start warming now
- Low impact + easy access → Pursue alongside everything else
- Target: 10 endorsements in your first 30 days

6-STEP ASK

- 1. Establish genuine connection — values, history, community
- 2. Share your story and your why — people endorse people
- 3. Connect to their specific interests — make their ask
- 4. Say the words: "I would be honored to have your endorsement"
- 5. Give a path to yes — one-pager ready, process known
- 6. Lock in a follow-up date before you hang up

4 OBJECTIONS & RESPONSES

- "Staying neutral" → Stay warm, ask to keep them updated
- "Don't know you yet" → Offer a meeting, send materials
- "Already committed elsewhere" → Thank them sincerely
- "Let me think about it" → Get a specific follow-up date

3 DEPLOYMENT TRACKS — USE ALL 3 EVERY TIME

- Fundraising — Email within 24-48 hrs, name in subject line
- Media — Press release for officials; bundle smaller ones
- Voter persuasion — Mail, digital ads, canvassing scripts, video

Derek's closing action: Write down 10 names right now — not after the call, not this week. Today. Your endorsement campaign is one of the most important things you'll build in this race.