First 10 Supporters Checklist

Use this checklist to identify, secure, and activate your first 10 supporters. These early supporters create credibility, confidence, and public momentum. Move through each section carefully and check off each item once completed.

☐ Identified Supporters Across Key Categories

You have intentionally selected supporters from multiple areas of your life and community.

Complete the following:

Friends / Personal Network:
1. _____
2. _____

Community Leaders:
3. _____
4. _____

Professional Network:
5. _____
6. _____

Issue Advocates / Community Members:
7. _____
8. _____
9. _____
10. _____

You selected people strategically — not randomly.

☐ Conducted Personal Outreach Conversations

You reached out individually — not via mass message.

Outreach method used:

☐ Phone call
☐ In-person conversation
☐ Personalized message

You clearly asked for support rather than hinting.

☐ Made a Direct Support Ask

During each conversation, you clearly asked:

- "I've decided to run for _____. Can I count on your support?"

You did not assume support — you invited it.

☐ Documented Responses

You tracked each conversation and outcome.

For each person, you noted:

- Support level (strong / leaning / unsure)
- Willingness to donate
- Willingness to volunteer
- Willingness to publicly endorse

You are building a real supporter list, not relying on memory.

☐ Secured at Least 3 Strong Public Supporters

You have at least three people willing to:

☐ Donate early
☐ Be listed publicly as supporters
☐ Attend your launch
☐ Introduce you to others

Names:

1. _____
2. _____
3. _____

You now have visible social proof.

☐ Asked for Secondary Introductions

You asked at least 3 supporters:

- "Who else should I be talking to?"
- New introductions generated: _____

You are building momentum through networks.

☐ Reflected on Energy & Response

After completing these conversations:

I felt more energized / more uncertain (circle one)

- What surprised me: _____
- Top encouragement I received: _____
- Common concerns raised: _____

You tested your candidacy in the real world.

☐ Confirmed Early Momentum

- Total supporters confirmed: _____
- Total early donors committed: _____
- Total potential volunteers identified: _____

You are no longer running alone.

Before moving forward:

If you have 10 confirmed supporters and at least 3 strong early champions, you are ready to build your campaign foundation and make your campaign operational.