



LAUNCHING YOUR CAMPAIGN IN MINNESOTA

A ROADMAP FOR WOMEN LEADERS

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“When I’m sometimes asked when will there be enough [women on the Supreme Court] and I say, ‘When there are nine,’ people are shocked. But there’d been nine men, and nobody’s ever raised a question about that.”

RUTH BADER GINSBURG

INTRODUCTION

WHY YOU? WHY NOW?

- Minnesota needs more women in leadership
- Your voice, experience, and vision are needed.
- This roadmap helps you launch confidently.

PLANNING YOUR CAMPAIGN

- Define your “why” and your core message.
- Choose the right office for your skills and passions.
- Understand rules: filing deadlines, campaign finance, election law.
- Create a campaign calendar.
- Build your budget.

BUILDING YOUR TEAM

- Recruit a core team: Manager, Treasurer, Communications Lead.
- Build a strong base of supporters early.
- Connect with women's political organizations.

LAUNCHING YOUR CAMPAIGN

- Officially file and make a public announcement.
- Share your story authentically.
- Build your digital presence: Website, social media, Email list.
- Start voter contact: Door-knocking, phone calls.

LEADING AS A WOMAN CANDIDATE

- Anticipate and overcome unique challenges.
- Lean on networks of support.
- Lead with confidence and authenticity.

TAKE THE FIRST STEP

- Start today: Write your “why,” call one supporter, attend one meeting.
- Minnesota needs your leadership now!

BUSTING MYTHS

Research and experience consistently show that women are just as effective and electable as men once they run – but they are less likely to consider running in the first place. Here's what you need to know when you think about running for elected office:

1. You don't need to be asked more than once.

- Women often wait to be recruited, and even then may need multiple invitations to consider running.
- **Reality:** Most men don't wait to be asked. You don't need someone else's permission.

2. You are qualified enough.

- Women are more likely to underestimate their experience or feel they need more credentials before running.
- **Reality:** Voters care more about your values, life experience, and community involvement than a perfect resume.

3. Your life experience matters.

- Raising a family, caregiving, working in the community, or managing a household all translate to strong leadership, empathy, and resilience.
- **Reality:** Voters often crave leaders who reflect real life, not just policy wonks or insiders.

4. You can raise the money.

- Fundraising is intimidating, but women often do just as well or better than men once they start.
- **Reality:** Fundraising is about relationships, listening, and making a case—skills many women already have.

5. You don't have to do it alone.

- Women often shoulder more responsibilities and worry about the burden on their families.
- **Reality:** Campaigns are built on teams. Support systems—volunteers, mentors, childcare, partners—can help make it doable.

6. You don't have to be perfect.

- Women are more likely to fear public criticism or feel they need all the answers before stepping up.
- **Reality:** Voters value authenticity over polish. Confidence grows with experience.

7. Running is powerful, win or lose.

- Even if you don't win the first time, you raise important issues, build name recognition, and change the conversation.
- **Reality:** Many successful politicians lost their first race.

YOU
SHOULD
RUN.



Running For Office

About me

- Adopted from India at 4 months
- Grew up in Brainerd and Albany Minnesota
- Played softball and basketball
- Enjoys boating with my family and fishing with my dad
- Took on various jobs to pay for my college
 - Internships and jobs
- First job as Committee Legislative Assistant for the Education Policy Committee
 - Staffed Chair Ruth Richardson, and Representative Patty Acomb
- Legislative Assistant to DFL Floor Leader Jamie Long
 - Ran for Office

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Identifying Your
“Why”

02

Identify Your Boundaries

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What To Expect
(Fun!)

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What To Expect (Not Fun!)

04

Ending A Campaign

Identifying Your “Why”

- Public Service
- The people you care most about
- Doing what you think is right



Identifying Your Boundaries

- People expect all of your time
- How do you interact with the public
- How often are you “on the clock”
- What does “on the clock” mean to you

What To Expect (Fun!)

- Connecting with new people you'd never meet otherwise
- Finding out how alike you are to your neighbors
- Learning about all the issues facing the community
- Rallies, public speaking!

What To Expect (Not Fun!)

- People will make assumptions
- You can't change biases
- You're going to be told to do things you don't want to
- Fundraising

Ending a Campaign

- Friendships on campaigns are very unique
- Everyone has their own way of moving on
- Be gracious
- Don't rush to figure out what is next
- Take a trip!
- And then, figure out what is next!