

# SUGGESTED POST-CAMPAIGN REPORT TEMPLATE

## 1. Introduction

This is the section where you introduce this document, that is, your report. You can choose the tone you want to give it, whether something more formal (in the third person) or more personal (in the first person).

There is no right model, since this is first and foremost a document for you, but one that may become a public document if you wish.

It's worth sharing a bit about who you are (mother, activist, resident of region X, age), the work you do, issues that matter deeply to you. Your work and your public figure highlighted at a specific moment, because of something you accomplished. Something that happened in your city's legislative body that made you understand the importance of a city councilor, for example. Something in the broader political universe that resonated with you.

Talking about your local context can also be interesting and important in this record. For example: few women in local politics; absence of Black and Indigenous women; no one legitimized to defend LGBT+ rights; a climate agenda with little presence in local policies, etc.

Write the reason that led you to produce this report, what information it is composed of, and a brief summary of the conclusion, already indicating whether this is material that encourages new candidacies or not, so that readers know what to expect.

## 2. Affective Record

This is where you can freely record this outpouring of feelings you experienced from the moment you decided to run until you made it through the end of the election alive. It's worth recalling when you first flirted with the possibility of being a candidate. When you found the courage to run.

Share how you are at this moment; psychologically, emotionally, financially, your relationship with people close to you, your feelings about this marathon.

We also suggest recalling events that made you feel you were on the right path, such as people who wrote to you or supported you in some way. Events that made you feel this was all madness. It's also worth including what you felt during negotiations with parties, local support, negotiations that were successful and those that failed.

Choose your narrative and tell everything in the way that makes the most sense to you. Chronologically, divided between moments of certainty and insecurity, about the call to this mission, about your personal trajectory and how it intersects with this journey. In short, tell a story.

## 3. Bureaucratic processes

The idea here is not to create a manual on how to execute the bureaucracies that make up a campaign, since materials with that objective already exist.

Here, it's worth recording where and when you encountered difficulties or ease, whether it was easier or harder than expected, whether something in your personal life made things more difficult, almost as a way to help others avoid going through what you went through, or to allow you to prepare better for future elections. (If you have nothing to say about this, skip this topic.)

## **4. Financial Resources of Your Campaign**

### **4.1 Electoral Fund (Special Campaign Financing Fund)**

If you had access to this resource through your party, it's worth recording it here. Including whether there was negotiation involved, whether it was already a local party guideline, and the logic used for the amount you received.

If you did not receive it, it's also worth recording this, including data on how resources were distributed within your party, how you would negotiate differently in future elections, what you would consider fair. In short, reflections on access to this resource.

### **4.2 Fundraising from Individuals**

If you chose not to raise funds, simply record this information and the reason for your choice. If you did fundraise (whether via crowdfunding or direct fundraising into your electoral account) it's worth recording what your campaign strategies were, whether you reached your goal or not. An analysis of the results obtained and reflections on what you would do differently.

The spreadsheet with the names and contacts of your donors is very valuable, both for reminding them during Income Tax Declaration season to report the donation, and to keep in touch and be able to mobilize them early in a future campaign.

### **4.3 Personal investment**

Record here whether there was personal investment and at what level of resources. If you are a public employee, for example, whether you gave up your salary for a few months. If you left your job to run, gave up stability to face this journey. If you invested personal savings, record that as well.

## **5. Team Structure and Professional Profiles**

Describe the format of your team, the structural division you chose to run your campaign, the professional profiles that made up your team, and those you felt were missing.

Describe the profiles of paid professionals and volunteers, how you recruited volunteers, how you organized their management, and what you think you did right and wrong along the way.

## **6. Communication and Mobilization Strategies**

As these are structuring fronts of an electoral campaign, it's worth recording the strategies adopted and reflections on them, including successes and failures, always through a learning lens.