



The Essential Guide to Running for Local Office: How to Plan, Organize and Win Your Next Election

Paul F. Caranci

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The Essential Guide to Running for Local Office is a must read for anyone considering a run for local elective office. It contains all the information you will need to wage a successful campaign for office. You will learn how to prepare an effective campaign budget, raise the money to wage a competitive campaign, define and develop a winning campaign platform, select and organize your campaign committee, maximize your press coverage, organize the essential election-day Bingo System, write an effective press release that guarantees print, radio and television coverage, serve ethically while providing extraordinary public service, and much, much more!

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