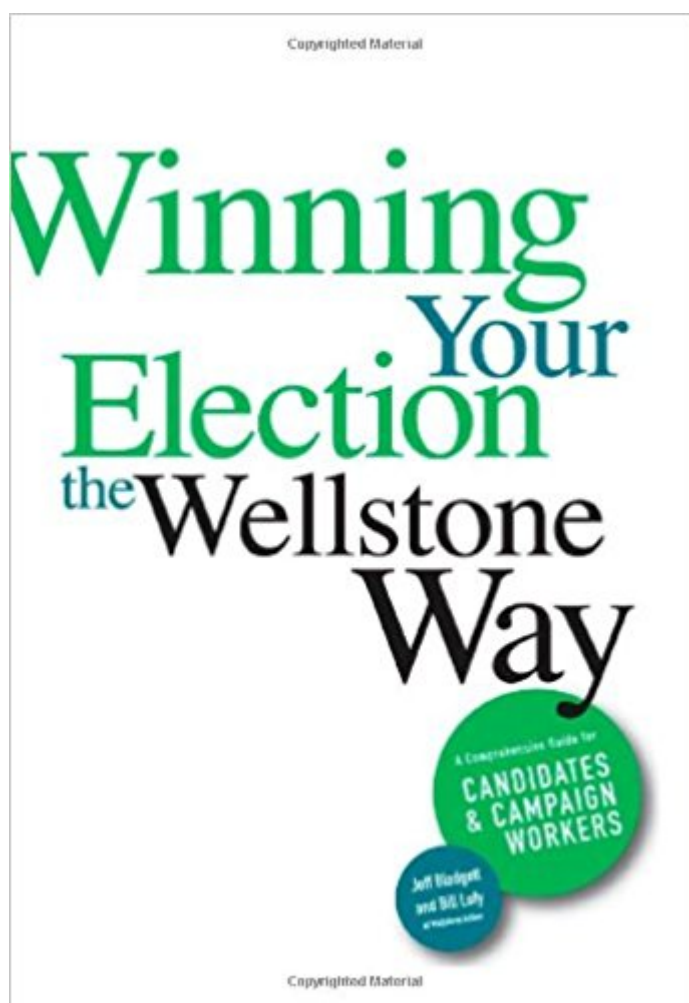


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# Winning Your Election The Wellstone Way: A Comprehensive Guide For Candidates And Campaign Workers



## Synopsis

As the 2008 presidential race dominates political discussion and media coverage worldwide, thousands of lesser-known local contests are being hard-fought in our neighborhoods, cities, and states. *Winning Your Election the Wellstone Way* is based on the work of Wellstone Action, a leading-edge progressive training center that has instructed thousands of political activists, campaign managers, and volunteers, of whom more than two hundred have gone on to run for office and win. Jeff Blodgett and Bill Lofy analyze the crucial lessons learned from many successful (and several losing) campaigns and demystifies what it takes to run for-and win-a political seat.

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## Customer Reviews

"Winning Your Election the Wellstone Way provides a refreshing look at how to run an election in a grassroots people-powered way—just as the great Senator Paul Wellstone did—and win." —U.S. Representative Tim Walz (MN-01)"As a teacher, coach, and neighborhood activist, I didn't spend my career planning to run for office—but I knew that I had the experience to lead my community in the Arizona Senate. Camp Wellstone gave me valuable skills that helped me run an organized, energizing campaign. *Winning Your Election the Wellstone Way* makes those skills available to progressive candidates and campaign managers throughout the country." —State Senator Paula Aboud, Tucson, Arizona "Once I made the decision to run for office, I felt like I had pointed my skis down a steep mountain: it was thrilling and challenging, and everything went very fast. Wellstone Action's expertise and training gave me and my

campaign the critical skills and confidence we needed to win. Winning Your Election the Wellstone Way is a must for emerging leaders who have decided to step up for their community and run for office." —Angelique Espinoza, elected to city council in Boulder, Colorado

As the 2008 presidential race dominates political discussion and media coverage worldwide, thousands of lesser-known local contests are being hard-fought in our neighborhoods, cities, and states. Winning Your Election the Wellstone Way is based on the work of Wellstone Action, a leading-edge progressive training center that has instructed thousands of political activists, campaign managers, and volunteers, of whom more than two hundred have gone on to run for office and win. Jeff Blodgett and Bill Lofy analyze the crucial lessons learned from many successful (and several losing) campaigns and demystifies what it takes to run for and win a political seat. This companion guide to Politics the Wellstone Way, the best-selling introduction to political action, features the in-depth knowledge that campaigns need to take energy and engagement to the next level—getting elected. With detailed and informative examples from progressive campaigns at every level throughout the United States, Winning Your Election the Wellstone Way combines grassroots organizing with political strategy, articulating a bold populist agenda. If you have ever considered volunteering for a political candidate, working for a campaign, or even running for public office yourself, Winning Your Election the Wellstone Way is the key resource you need to devise a sophisticated, progressive, and successful strategy and, ultimately, affect people's lives for the better.

This book offers so much detail into running a success campaign. The most impactful were the tried tactics, strategies and game plans and the outcomes; good or bad. I especially like the how the chapters were divided into the chronological steps one would take on their own campaign journey. I highly recommend this book if you're running for office or thinking about running for office. I ordered the Kindle version and the format was easy to read. The price point was acceptable and well worth it. The author did a great job explaining why steps and strategies were taken and gave real-world examples.

I liked this book because it breaks the campaign into its segments that are easy to understand. Although this book came from a national view point the writer let you know what might be outside your campaigns needs or affordability. Well done over all. It does need a revision to get the tech portion up to 2016 standards.

Bought this for my daughter who worked on the DeBlasio & Khanna political campaigns. Very informative and quite helpful for her career.

This is a requisite read for any activist. From local politics to national, the reader will find sensible suggestions for every necessary step.

It's like the bible for progressive campaign management.

Great starting point for anybody contemplating running for office, or working with somebody who is running. If you can't make it to a Camp Wellstone training in person, this is the next best thing!

Modern politics has become more than about the issues; it has become something that calls for strategy and selling, turning many campaigns into something that resemble a business, but dealing with ideas instead of money. "Winning Your Election the Wellstone Way: A Comprehensive Guide for Candidates & Campaign Workers" is what it says it is, methods and motives that have proved successful for well over two hundred candidates who have taken office using the contents of the book. Collected from some combined centuries of political experience, "Winning Your Election the Wellstone Way" is a must for any politician who wants to be as informed as possible for their election.

Just amazing how, with simple word and clear exemple, author teach how to understand the election Game, how to listen what people want you to know about it and how to join strategy to purpose to win your election by being true to your self. A must have for all community organiser, political activist or any who want to make a difference in our democracy!!

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