FREE CHECKLIST

10 MISTAKES THAT LOSE LOCAL RACES

And how to fix each one before Election Day

For Connecticut town committees and local candidates

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10 Mistakes That Lose Local Races

Mistakes 1 to 5

1 Starting too late

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Why it hurts: Deadlines, filings, and voter habits don't wait. Late teams spend the whole race catching up.

The fix: Build a calendar backward from Election Day: filing dates, early voting, absentee ballots, mailers, and events. Give every date an owner.

2 Not knowing your win number

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Why it hurts: Without a target you can't tell if you're on track, and effort gets spread across everyone instead of the voters who decide the race.

The fix: Study past turnout in your town or district, set a vote goal, and list the voters you must reach: your base and persuadable voters.

3 No message you can say in one sentence

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Why it hurts: If voters can't repeat why you're running, they won't vote for you or tell a neighbor.

The fix: Write one sentence: who you are, what you'll do, and why it matters locally. Use it in every post, flyer, and conversation.

4 Talking national instead of local

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Why it hurts: Town races are decided on taxes, schools, roads, safety, and trust, not cable-news fights.

The fix: Pick two or three local issues, learn the specific facts, and show up with a plan for each.

5 Relying on one platform

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Why it hurts: Algorithms change and accounts get restricted. If everything lives on one platform, you can lose your audience overnight.

The fix: Build an email and text list from day one and use social media to feed it. Own the way you reach your supporters.

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Mistakes 6 to 10

6 A weak or missing ground game

Why it hurts: Personal contact is one of the most effective ways to move local voters, and it builds your volunteer base.

The fix: Set weekly door-knocking and phone goals, recruit and train volunteers, and record every contact.

7 Treating get-out-the-vote as an afterthought

Why it hurts: Persuading someone doesn't count if they don't vote, and many local races are decided by small margins.

The fix: Plan the final weeks early: early voting, absentee ballot requests, rides to the polls, and reminders to every supporter.

8 Ignoring the money and the rules

Why it hurts: Late fundraising starves a campaign, and missed filings or missing disclaimers create legal and press problems.

The fix: Start asking early, track every dollar, and confirm filing, disclaimer, and contribution rules with the State Elections Enforcement Commission.

9 Waiting for the media to cover you

Why it hurts: Local press has limited time. If you only react to coverage, you lose control of your story.

The fix: Own your channels: a simple website, a newsletter, regular posts or videos, and direct relationships with local reporters and community pages.

10 Not measuring or following up

Why it hurts: Without data you repeat what doesn't work, and after Election Day your list and volunteers disappear.

The fix: Track what each channel delivers, review it weekly, and keep your supporter and volunteer lists ready for the next cycle.

Want help building your plan?

Book a free strategy call at flipctred.com and we'll walk through your race.

General guidance only, not legal advice. Rules vary by race; confirm with the State Elections Enforcement Commission.