



**INTRODUCING  
#TECH YOURSELF**



**READ THE FIRST DIGITAL  
FRAMEWORK GUIDE  
FOR DEMOCRATIC  
AND PROGRESSIVE  
CANDIDATES.**

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# GUIDE TOPICS

## **Giving your campaign the information it needs to succeed.**

- How to best allocate and deploy your digital spend in campaigns
- The best tools to use at each level of campaign (5 bands)
- Basics of how to view and hire tech within your campaign
- How to get the best data and make bad data better
- Basic website,email tool usage,online presence,social media
- What to ask consultants and firms before hiring
- The new landscape of data hubs
- Best organizational charts and practices around team hiring
- Best cybersecurity practices for today
- What worked in 2016 and 2018
- A digital spend LIVE persuasion calculator online on the site
- Free resource guides for candidate and training programs

Guide sponsored by the NewFounders Group. Email [gen@newfounders.us](mailto:gen@newfounders.us) for more information.

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