

Your Post-Election Game Plan

The yard signs are down, the votes are counted, and whether you won or lost, you're probably feeling a mix of relief, pride, and maybe a bit of "now what?" No matter the outcome of your election, these next few weeks are important.

If you didn't win this time...

1 Keep Your Network

Don't let the new connections you built during your campaign fade. Reach out personally to supporters, donors, and key contacts. If you're considering another run down the road, you'll want these relationships strong. Send handwritten thank-you notes to key supporters—this simple move will set you apart and keep doors open.



2 Give Yourself Time

Take a breather and process the results. You've done something most people only talk about doing. While others complain about politics from the sidelines, you stepped into the arena. Along the way, you've become stronger. You improved and built skills in speaking, fundraising, and talking with the media and voters.

Give yourself a moment to appreciate what you learned and how far you've come.

3 Conduct a Post-Mortem

Document what went right and what didn't while it's fresh. An objective look at your campaign is critical, as tough as this might be.

Write it all down—what worked, what flopped, and what you'd change. You'd be surprised how fast the details fade, and if you decide to run again, this post-mortem will be priceless.



4 Take the Long View

Remember, this is just one chapter in your story. Think about using this as a launchpad for the next adventure.

Many successful politicians—Lincoln, Reagan, and Churchill—lost races but used the experience to fuel their future victories. Consider this your training ground.

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If you won...

1 Thank Your Supporters

Write thank you notes to all your key supporters, your donors, and your spouse—everyone who helped make the win possible.

2 Protect Your Time

Suddenly, you'll find yourself with a lot of new "friends." Be wary of how you spend your time. Most of those reaching out don't have bad intentions, but they do have agendas and will try to make *their* priority *your* priority. Not every request needs a "yes."



3 Find a Mentor

Find someone in your caucus or an experienced former official to guide you through the complexities. Politics may be a team sport, but it's played by individuals. Having a trusted advisor helps you anticipate common problems and make alliances that matter.

4 Have an Agenda

Pick two priorities for your first session: one campaign promise you can deliver on, and one bipartisan issue that's important to your district. A focused approach builds credibility with both voters and colleagues and shows you're here to get things done.



5 Become an Expert

Find an issue you're genuinely interested in and become the go-to person on it. With 10-20 hours of focused study, you'll have more expertise than most. You just have to do the work, read up on the issue, and ask a lot of questions. Ideally, choose something relevant to your district so you'll build influence and value to your constituents.

The Bottom Line

The election's over—but this is just the start. Whether you're eyeing another race or stepping into office, the steps you take now build on the months of hard work you've already put in. Stay focused, stay engaged, and keep moving forward.