



# Winning Your Election the Wellstone Way: A Comprehensive Guide for Candidates and Campaign Workers

*Jeff Blodgett, Bill Lofy, Ben Goldfarb, Erik Peterson*

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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.



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