

Natasha Marcus Interview
February, 2019 Democratic Women of Mecklenburg County

1. Why did you decide to run for office? I had concerns about decisions being made in Raleigh and that the people in power were not persuadable. I felt the only way to make change was to replace them. I also believed that a lot of people agreed with me on the issues but they couldn't run. I could and decided that I must.
2. How did you go through the decision-making process? This process began in 2014 when I made my first run, for HD98. I had some early training through Lillian's List and talked in depth with my family. When I lost I thought I'd never run again but then the lines were redrawn in SD41 and no one else was going to step up for us. For my second run, I was recruited by the party so that felt different and I was at a different point in my life. The timing felt right and it was such an important opportunity to flip a seat.
3. What were your primary concerns/reservations?
4. How did you recruit your campaign team? It was tough to find a good campaign manager. I had a campaign manager but he ended up not working out and I was running the campaign solo for a while. Then I received some new candidates for a campaign manager from the NCDP, Lillian's List and Emily's List and found a great person.
5. What were the crucial positions? Campaign manager and treasurer; every one else were ad hoc volunteers.
6. How much time did you spend campaigning? I spent all my time campaigning except for the 15 hour a week part time job I held.
7. What were your most effective fundraising efforts? What were the least effective? Most effective was call time. Emails are only marginally helpful, since most people donate in only small amounts in response to email requests.
8. How much did you spend? Do you know the % breakdown of spending on various tactics: Social Media, Email, Vmail, Canvassing, Events, Other? I raised about \$450,000. The largest percentage of that money went to mail and the second largest expenditure was on T.V. The party also paid for some of my mail and research expenses.
9. If you were advising women who are going to run, where would you suggest they spend money and time? Get a good campaign manager and plan on a lot of call time. Also learn to get comfortable with introducing yourself to strangers in all kinds of environments.
10. Why do you think your campaign was successful? I think it was a good year for Democratic women. My district was redrawn in a way that made it possible to win. I also worked very hard and significantly outworked my opponent. And I had a great campaign manager.
11. What is your day-to-day like in the position? Monday and Thursdays are spent with half days of travel. Outside of the travel, Mondays through Thursdays are non-stop work

with committee groups, constituent groups, interest groups, preparing for votes, reading proposed legislation, sessions, drafting legislation etc.

12. What are the primary challenges and rewards? The primary challenge is being away from home so much and the pay is terrible. With expenses, it is very hard to even break-even financially. The reward is the opportunity to do some good. There are a lot of issues I care deeply about and it is good to have a seat at the table.

13. What have you learned about serving in office that would benefit someone considering serving in that position? Be prepared to work in a hectic, fast-paced, high-demand, sometimes contentious work environment.