



Candidates

Personal solicitation by the candidate

- Friends, colleagues, family
- Industry groups (Chamber of Commerce, etc)
- Interest groups (Taxpayer Advocates, etc)
- Finance Committee names

Finance Committee

- Dedicated to raising money
- Invite maxed out donors
- Capable of giving and asking
- Diverse geography and industries
- Can help with PACs

Major Donor Programs

- Major level / maxed out donors
- Get perks for joining

Events

- Big events with a special guest
- Small house parties
- Host committee

Direct Mail

- House File
- Prospecting: Republicans who vote, industry groups, interest groups
- Maximize prospecting with calls

Email

- Need a website
- Permission based
- Email sign-up on the home page
- Prospecting must be done by another to a permission based list

Political Action Committees

- Usually support incumbents
- Usually support late in the cycle
- “Meet-and-greets” and PAC kits
- Finance Committee can help

Political Parties

- Both state and municipal typically support strong candidates more
- Must be approached like a PAC

Republican City/Town Committees

Personal solicitation by the chair

- *Republican* friends, colleagues, family who live in city / town
- Industry groups (Chamber of Commerce, etc)
- Interest groups (Taxpayer Advocates, etc)
- Finance Committee names

Finance Committee

- Dedicated to raising money
- Invite maxed out donors
- Capable of giving and asking
- Diverse geography and industries

Major Donor Programs

- Major level / maxed out donors
- Get perks for joining

Events

- Big events with a special guest
- Small house parties
- Vary themes - keep it interesting
- Host committee

Direct Mail

- House File
- Prospecting: Republicans who vote, industry groups, interest groups
- Maximize prospecting with calls

Email

- Need a website
- Permission based
- Email sign-up on the home page
- Prospecting must be done by another to a permission based list

Political Action Committees

- Unlikely to support a Republican City / Town Committee
- Local-based PAC might support

Political Parties

- May receive support from state committee
- Unlikely to receive support from another city / town committee