

TUESDAY ASSOCIATES

Specializing in grassroots campaigning, direct mail, and fundraising.
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TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 5: Tips on How the Republican Party can Help Your Race
DATE: August 15, 2006

TIPS ON HOW THE REPUBLICAN PARTY CAN HELP YOU

Winning campaigns effectively use their Party's resources to maximize fundraising, supporters and GOTV efforts.

We help candidates all over the country and have worked with many Republican State Parties in coordinating winning efforts for our candidates. Here are some key ways the Party should be helping you!

Local City & Town Committees

Make sure you reach out to City / Town committee chairmen and their membership and do not hesitate to ask them to:

- Give you a donation or an independent expenditure like a newspaper ad or help with a mailing.
- Supply you with a list of activists who can volunteer, hold signs, march in parades, make calls or take you door to door.
- Introduce you to local elected officials, editors, reporters, key supporters, identify sign locations, and notify you of important local events to participate in.
- Host House Parties or BBQ's so you can meet people across the district.

State Party

Request a face-to-face meeting with the Party's Chairman, Executive Director and Regional Contact. Do not hesitate to ask them to:

- Pull your opponent's ethics report filed at the Ethics Commission in Boston.
- Send you an up to date mailing list of Party donors in your district with phone numbers.
- Allow candidates to use an electronic dialer once per week to call into the district (many state parties own their own).
- Send out attack press releases on your opponent so you don't have to.
- Supply you with legislative updates on major issues on the Hill, roll call votes and sample press releases related to those votes.
- Contribute \$3,000 in hard dollars to your campaign. Every hard working candidate deserves this money before the Primary if unopposed or immediately after if in a contested Primary race.
- Get Republican Elected Officials to host a fundraising event in your district
- Provide all statewide Republican GOTV efforts which will save your campaign money and time in the final days of the race.

Tuesday Associates is here to help Republican candidates win! Should you have any questions about how to maximize the most of our Party's resources, please contact us. Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours.