

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Candidate Check List

Are You Ready to Run?

- **Research the office.** Make sure you understand the office and its requirements. Must you have lived in the district for a minimum time period, for example? List the reasons why you feel you're qualified for the office, check on how long the term is, understand the time commitment, and research the election requirements to win (e.g. majority or plurality).
- **Discuss with your core network.** Have you discussed a potential campaign with your spouse or partner? How about your closest friends? Your employer? What does each of those people think about you running? Are you confident that you can balance all of your responsibilities or will the campaign create conflicts?
- **Research the time commitment.** Think about how much time a campaign will require and whether or not you'll need a leave of absence or any time off from your job. What kind of effect will this have on your work/life balance? How many hours per week will you be able to set aside for campaigning? Is the political office you're seeking a full or part-time position? Have you spoken with someone who can describe the time commitment?
- **Review your finances.** Are you current with your local, state, and federal taxes? Do you have outstanding parking tickets or other debts owed to local, state, or federal government? Are you willing to spend some of your personal finances on this race? If so, how much? Have you researched how much previous candidates have spent for this office or raised? Are you willing to ask friends, family, and strangers to donate to your campaign?

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



[@MoCoGOPClub](https://www.instagram.com/MoCoGOPClub)

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

First Things to Do Once You Decide to Run

Find a Campaign Treasurer and Campaign Chairman.

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



@MoCoGOPClub

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Identify Key Supporters

Part of being a successful candidate is having a great team in place around you. This exercise is to help you brainstorm who among your supporters can assist you in the best way. In many cases, you might have people who fill more than one role, and that is fine. The more people you have actively involved in your campaign though will result in less work for you and more time for you to do the two most important things every candidate should be doing: getting votes and raising money.

- **Day-to-Day Operations:** A big-budget campaign would hire a Campaign manager to run the day-to-day operations. In many cases, smaller campaigns rely on a friend or family member. This person may assist with your schedule, identify opportunities for you to attend events, request information on behalf of your campaign, assist with correspondence such as thank you notes, check the mail/email box, meet with supporters/volunteers on your behalf.
- **Finance Chair, Fiscal Agent, and/or Treasurer:** Ideally this person has some experience with finances and is confident in their ability to balance a checkbook. This can be a spouse, relative or close friend. It is a bonus if this person is also enthusiastic about fundraising and will lead your finance committee.
- **Finance Committee:** These people have a large network and are willing and able to help you raise money. Every member of this committee should be willing to donate their own money to your campaign and should be able to contact people in their network to ask them to financially support you. Often the people are past candidates, current office holders, business owners and community leaders.
- **Communications / Social Media:** This person can spot a spelling error from a mile away! This role will help you create press releases, emails, spell check everything you write, assist with any speeches and help manage your social media. Look for someone in your network with communications, marketing or public relations experience. Teachers and non-profit secretaries can also fill this role well.
- **Surrogates:** Who can speak about your campaign to others? These people have the ability to represent you when you're not around. These should be folks who are articulate and comfortable talking to voters in your district and you could ask to speak about your candidacy

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



[@MoCoGOPClub](https://www.instagram.com/MoCoGOPClub)

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

on the radio or at their Rotary meeting. Local “celebrities” are perfect for this task. A trusted Doctor, a beloved retired teacher, the owner of a local store etc.

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



@MoCoGOPClub

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Identify Key Supporters (con't)

- **Networkers:** In many cases, your surrogates will also be great networkers but often times networkers are not the best surrogates. These are supporters who might have great networks, but are unable or uncomfortable speaking in public. These people should help you find the right people or organizations to speak to or meet with.
- **Core Volunteers:** These are the people who want to be a part of your team and help in any way that they can. If money is the life blood of a campaign, volunteers are the heart! These people will help make calls, knock doors, attend event, stuff envelopes, hold signs and countless other tasks that create a well-oiled campaign machine. Close friends, young people and retired supports are often great fits for this role.

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



[@MoCoGOPClub](https://www.instagram.com/MoCoGOPClub)

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Identify Key Issues

Why are you running for office? Issues vary from location-to-location. If you are running in Central Maryland, your biggest issues might be Transportation Infrastructure, crime (Law & Order), education, while if you are running in Western Maryland or Easter Shore your issues would be more geared to rural life, like onerous environmental regulations on farmers, crime, Transportation , Quality of Schools, Broad band access to rural communities and for everyone in Maryland TAXES is a big issue property taxes, state income taxes, reckless spending in Annapolis or Washington Depending on which office you are running for, Montgomery County is the only jurisdiction where most of its residents don't seem to mind paying higher property taxes.

You do not want more than 5 core issues (MAX)

It is ok to just have one issues to focus on worked very well for Governor Jim Gilmore of Virginia

Issues	Your Position	Your Opponents Position

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



[@MoCoGOPClub](https://www.instagram.com/MoCoGOPClub)

MARYLAND 2021 
CANDIDATE PALOOZA
TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

Develop your Campaign Message

What you want to the voters to know about you?	What you want to the voters to know about your opponent?
What your opponent will say about you?	Positives about your Opponents (What they will say about themselves

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



@MoCoGOPClub

MARYLAND 2021 
CANDIDATE PALOOZA
 TRAINING FOR: CANDIDATES, ACTIVISTS & VOLUNTEERS

First Donor List

When I ran for the first time in 1994, I was 22 years old. My Christmas card list consisted of about 15 names of friends who were in college and few relatives. Then I went to my folks' Christmas card list. I was able to use that combined group twice, which totaled about 100 names. My first announcement said that I was thinking of running for the MD House of Delegates and would need about \$30,000.00 (in 1994 dollars) to mount a credible campaign. My second correspondence was thank you notes with a suggestion that they give me one or two names in their network to donate to my campaign. I suggested between \$50 – \$250.00 and left a blank for another amount to donate.

Go to your Christmas Card or Your Contacts list of friends and Family.

These will be the easiest people to fundraise from since you already have an relationships with them they are likely your friends and family members. Once they send you a contribution **DO THIS Handwritten timely thank you notes**, (you be surprised how easily donors are turned off by lack of a Thank You Note) include in note if possible they could recommend you to 3 to 5 of their friends who'd be likely donors to my campaign. Some times a thank you note will get you an additional contributor.

Finance Team

You want to identify 5 to 10 donors to start with these people will be the foundation of your Fundraising team.

NAME	Contact	Relationship	Targeted Ask

Montgomery County Republican Club

10301 Grosvenor Pl, 1801, North Bethesda, Maryland 20852

www.montgomerycountyrepublicanclub.com | info@montgomerycountyrepublicanclub.com



[@MoCoGOPClub](https://www.instagram.com/MoCoGOPClub)