

Candidate Support

Supporting Candidates

One of a PC's most important jobs is to campaign on behalf of candidates. This is where the true grassroots efforts by PCs will make the greatest difference. For the most part, your role in a campaign will be led by the candidate or the candidate's designee, whether that is a campaign manager or a volunteer coordinator, who will be following the candidate's strategic field plan. The assistance you provide is critical to a candidate's campaign.

Qualifying

A candidate should check with the County Recorder's Office or the Arizona Secretary of State for qualifications for individual offices, which includes complying with Arizona's campaign finance laws. Also, a candidate can go online at <https://azsos.gov/elections/campaign-finance-reporting> for more information.

Campaigning

Simply put, candidates cannot do everything that needs to be done in order to win an election. This is where they rely on volunteers to be their surrogates in terms of walking, calling, emailing, and more. This is where the time you took as a PC to canvass your neighborhood in non-election years pays off for our candidates.

Also, realize most voters will be aware of the major candidates, such as President, U.S. Senator, Governor, or Mayor, but may be less informed about the "down ticket" candidates, those running for offices such as state legislature, city council, or school board. When people don't have any information about these races, they tend to not vote in them at all. But you can change that!

Campaigning: Walking

The best way to help candidates is talking face-to-face with people in your precinct and leaving candidate literature. It is important for you to know basic candidate information, but it is more important to let them speak for themselves through their printed materials. **If you are asked questions that are not covered in the literature, do not guess what the candidate's answer is; write down the question, find the answer, and get back to the voter - or have the candidate do so if possible.**

Who you are asked to contact will depend on the candidate's field plan. The first contacts may be with Democrats who vote sporadically and persuadable Independents. Then, in order to drive high Democratic turnout during GOTV, you will likely be asked to focus on Democrats who vote consistently. Some candidates may want literature distributed only in certain areas. Enlist the help of others - perhaps you know a student needing community service credit that can be fulfilled by leaving a candidate's door hangers throughout your neighborhood.

Campaigning: Calling/Texting

If the telephone is your preferred method of communication, use it on behalf of candidates. Make sure you present the message the candidate wants to get across; ideally the candidate's campaign will prepare a script for you to use.

Campaigning: Emailing / Social Media

This is an inexpensive and effective way to reach people. It should not be overused; none of us like spam, and during campaigns some people come to dread looking in their inboxes. But when used sensibly, emails will help introduce candidates to people you know (or have contacted) and carry candidates' messages. Using social media, you can keep voters in your area aware of issues and Party and campaign events.

Campaigning: House Parties

When people actually meet a candidate, they often vote for that person because of their personal contact. For many races, especially where most if not all the candidates are unknown, personal contact may be all it takes to win that person's vote and the votes of their friends. Most voters are thrilled to meet candidates, and house parties are a valuable way to make that happen.

Campaigning: Fundraising

Campaigns run on donations. You can help get contributions for Democratic candidates by encouraging others to attend fundraisers or house parties from your precinct. In addition, fundraisers are great places to recruit volunteers! Please be sure you are coordinating fundraising events with the campaign to ensure compliance with federal and state campaign finance laws.

Campaigning: Publicity

Be a billboard. Post your candidates' signs in your yard, wear their buttons, add their bumper stickers to your car, share their Facebook updates, and most importantly share their message with your family, friends and coworkers. Anything you do increases candidate name recognition. Purchasing campaign materials can be quite costly for the campaign; any help you or your fellow Democrats can offer to offset these costs will be greatly appreciated.