

Impact and Influence with Voter's Edge CA Candidates

Goal: Maximum participation by candidates

1. Brainstorm:

- Contact the Elections Office or Registrar to obtain the qualified candidates list as soon as practicable. Who should do that?

- If the list does not include phone numbers or email addresses, who in your League will take on the project of finding the candidates' names and addresses?

- Who in your League will contact and follow up? This can be done by more than one person. Divide the list of candidates among several people, so the workload is manageable and the League person can develop relationships with the candidates.

- Who in your League is comfortable with social media such as Facebook and Twitter? Some candidates are reachable and more responsive to these ways of communicating which is valuable in following up with candidates to encourage them to participate.

2. Arrange the first follow up contact after invitation letter is mailed.

- Decide if it should be followed up by phone call, email, social media or some other method. Someone may need to search for email addresses, Facebook or Twitter pages of the candidates.

- Include a few talking points to your initial contact.
 - This an opportunity to reach voters through this website free.
 - Describe your priorities for office.
 - Submit position papers.
 - Voters will see you on their personalized ballots.
 - Broaden your exposure to the voting population.

3. Follow up after the initial contact:

- Don't be discouraged. Some candidates need multiple reminders; others will never participate. Don't take it personally.
- For subsequent follow up, encourage participation; try an appeal to the competitive nature of a candidate.
 - Be the first candidate on Voter's Edge CA!
 - _____ is already on Voter's Edge where voters can see him/her.
 - Don't miss this opportunity for voters to learn about you free!
 - Broaden your exposure to the voting population!
- Tools to use
 - If the technology is available, a screen shot of a candidate page can be sent to a candidate via snail mail or email.
 - Include a link to Voter's Edge CA page in your email or social media messaging. A picture is worth a thousand words!

4. Follow up

- Send a thank you email or note.
- Provide further information if needed.
- Keep the lines of communication open for the future.
- Remember these people are further elected officials.
- Invite candidates to post election League events.