

# Running for the NH House of Representatives

Presented by the  
Committee to Elect House Republicans  
[electhouserepublicans.com](http://electhouserepublicans.com)

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## Important Dates

|              |  |
|--------------|--|
| June 1-10    | Filing Period for State Primary Election     |
| June 15      | Last Day Party Committees Can Fill Vacancies |
| September 13 | State Primary Election Day                   |
| November 8   | State General Election Day                   |

## Running for NH House of Representatives

Primary: September 13, 2016

General: November 8, 2016

### How to Get Started:

- ❑ 1. Contact the NH Republican State Committee. The staff is there to help you design your campaign plan, obtain materials, and develop issue positions. They are located at 10 Water Street, in Concord.
  - Robert Collins, NHGOP State Political Director: robert@nhgop.org 225-9341
  - Join the e-mail list for event and news updates.
  - You can also contact the Committee to Elect House Republicans at [info@electhouserepublicans.com](mailto:info@electhouserepublicans.com) or visit our website at [electhouserepublicans.com](http://electhouserepublicans.com)
  
- ❑ 2. Visit with **local Republican leadership**: County & town chairs, current and former representatives, and political activists.
  - They will help you decide if this is the office for you.
  - \*\*\*See *Information for Prospective Legislators* on page 8\*\*\*
  - Start attending local events such as county and town Republican committee meetings.
  - Get on the newsletter or e-mail list of these organizations in order to be aware of what local events are in the works.
  - Spend a day in Concord with your State Rep. or set up a shadow day with your nearest Republican Representative

**Campaign Time: ORGANIZE EARLY!!!**

### June and July

- ❑ **FILE TO RUN!**
  - The filing period is **June 1 (8am) - June 10 (5pm)**. Contact the NH GOP for details.
  - You can file with your Town Clerk or the Secretary of State's Office.
  - There is a \$2 fee (for more info go to [sos.nh.gov](http://sos.nh.gov)).
  - Make sure you are a **registered Republican** and you have been a resident of the state for at least **2 years** at the time you file.
  - Put the name by which most people know you. Ex. Bob or Bill.
  
- ❑ **Research the state and local laws regarding campaigning.** The Committee to Elect House Republicans and the NHGOP know the laws. Please use them as a resource!
  - Find out the deadline for filing your State Financial Report with the Secretary of State's office. **See the financial attachment.**
  - The Secretary of State will send you a copy of all of the financial laws along with a confirmation letter that you will be on the ballot in November.

- Research town ordinances. Ex. Rules for putting up campaign signs.
  - Pick up a copy of the political calendar and NH Election Law Manual in the Secretary of State's Office or at [www.nh.gov/sos](http://www.nh.gov/sos)
- ❑ Write your **campaign plan**. The Committee to Elect House Republicans and The NHGOP know what works and can be a vital resource to you. See the attached example. *Please note that both the Committee to Elect House Republicans and the NHGOP do not endorse in primaries. We are here to help if you have any questions.*
- ❑ **Palm Cards & Handouts**
- The Committee to Elect House Republicans and NHGOP or one of our recommended vendors can help you design a palm card or handout to be used at community events. These handouts can also be used for door-to-door activities, mailings, and for literature drops.
  - Make sure you have developed a **current bio** and have a good picture for use in these materials. *Please see Bio attachment.*
  - Even if you are not in a primary, doing a postcard mailer will help get your name out to district voters.
  - If you chose to do direct mail before the primary, recommended drop dates are the end of August and beginning of September. Please speak to a direct mail vendor for more information.
  - Don't spend money on unnecessary campaign items such as bumper stickers, mugs, pens, etc. Your objective is to get your message and name out. Mailers and literature are the most efficient way to accomplish this.
- ❑ Talk with **people who have run before** in the district: current and former House Reps, your state Senator, county and town officials and those who have run unsuccessfully.
- They are a valuable source of information to help develop your campaign.
  - Learn from their successes and/or mistakes.
- ❑ Identify all the **newspapers** in your district--both the dailies and weeklies. The NHGOP and The Committee to Elect House Republicans have media contact lists for you to reference. The NHGOP website has a program to allow you to submit letters to the editor by zip code. This is a valuable resource.
- Draft a **press release** to announce your campaign. Email the release with a picture if you can.
  - For the weeklies, take time to meet the editors and staff of the paper.
- ❑ **Volunteers**
- Identify potential volunteers through Republican committees, family, friends and neighbors, etc. Don't forget the local Young Republicans, College Republicans, and Teenage Republicans Chapters. They are always a tremendous source of labor!

- ❑ Obtain the latest **voter checklists** from GOP Data Center.
  - The NHGOP and the Committee to Elect House Republicans will set you up with access to the program, as well as provide instruction on how to best use GOP Data Center.
  - Go through each list and identify people you know. Concentrate on contacting these people first. This will start spreading the word about your candidacy. It is also a great warm up for first time candidates to get a feel for campaigning by starting with those with people they know.
  - GOP Data Center contains mailing lists, phone lists, walk lists and other important information you will need for your campaign.
  
- ❑ Make a list of **community organizations** active in your area.
  - Clubs such as Rotaries, Lions' Clubs, and Chambers of Commerce are great places to meet community leaders and to get your name out. Now is the time to increase your visibility in these organizations.
  
- ❑ Get to know your **local government** such as school boards, selectmen, etc. They will help identify citizens' concerns and issues in the district, as well as help you land an endorsement.
  
- ❑ **Get out and meet people.** Don't miss out on an opportunity to meet voters in your district. Attend community events like Old Home Days, town birthday celebrations, parades, picnics, craft fairs, and local Republican functions.
  
- ❑ **Yard Signs**
  - The NHGOP and the Committee to Elect House Republicans can help you design your signs and purchase them at a great price. Remember simpler is better. Get your signs printed in June or July in order to receive them in time.
  - Start finding locations for your signs—friends and neighbors' lawns are better than the side of the road because they are backed by actual voters (anyone can put a sign on the side of the road, and please be advised the highway department will remove them.)
  - Contact the NHGOP or Committee to Elect House Republicans for a recommended vendor to purchase signs, select type and determine the quantity you need.
  
- ❑ **District Maps**
  - The NHGOP and Committee to Elect House Republicans will help you find good district maps that can be used for literature drops, door to door and tubing (leaving literature in newspaper boxes).
  
- ❑ **Coffees & House Parties**
  - Recruit some friends and neighbors to host a house party or coffee so that you can meet their friends and neighbors. These are a relaxed and fun way to meet new people and campaign. People always like an excuse to get together!

- Local and County Republican groups can assist you with these. Ask for their help!!

## □ **Fundraising**

- No matter what office you are running for from the White House to the State House candidates always have to fundraise. This can be done in fun and simple ways.
- Create a list of family members, friends, colleagues, and all other associates.
- Using that list you can:
  - Send a letter informing them you are running for office. Include in the letter why you are running and contact information. In addition you should have a self addressed reply envelope so your donors can send a check to you.
  - Phone Calls: The best way to raise money is direct contact through the phone. Call your list or have a volunteer help you call. Tell them why you are running, what is it going to take to run your campaign, and don't be afraid to ask for financial support. Don't forget to ask if they need a reply envelope and reminder. Follow up with your calls so that you can keep up with those who have already made a financial contribution to your campaign.
  - Have an Event: This is the most expensive of the 3, but ultimately the most fun. The best thing to do is to host an event at your own home or that of friends and family, such as a barbeque, coffee, wine and cheese party. Send out invitations via mail, email or phone call. *Note the goal here is to make money, so try and keep the overhead cost low to increase your net gain.*

## August

- **Continue to attend events, recruit volunteers and begin to line up volunteers for weekend activities, Primary Day, and Election Day; get your signs out on lawns.**
- **Door-to-Door** is a great way to meet people and get your name out. It is also a great way to get a feel for what the concerns and issues are in your district.
  - Be a good listener.
  - Never be afraid to say "I don't know...I will get back to you." It is better to do this than to give an incorrect answer. Just be sure you get back to them.
  - Leave some of your literature with them.
  - Start going door-to-door during nights and weekends in August, especially if you face a primary.
  - Use GOP Data Center to target your door to door visits.
  - Door to door is the most effective way to build a personal relationship with a voter and if elected a future constituent.

### ❑ **Letters to the Editor**

- As the election nears, recruit your supporters to write letters to the editor on your behalf. They add a personal touch to the campaign and are a great way to show others how much support you have.
- Included in this packet is a letter writing tip sheet and a sample letter.
- Encourage your supporters to utilize the program on nhgop.org to submit their letters to the editor.
- Cost of letter to the editor, FREE!

❑ **Seek Endorsements** from town officials, current and former elected officials such as state reps, state senators, county officials and federal elected officials to be used in mailers, letters to the editor, letters to voters, handouts, etc.

❑ **Place Signs on lawns (be mindful of local laws)**

### ❑ **Phone Calls, Door to Door & Literature Drops**

- All three utilize volunteer support and are a way to get your name out, but also help to turn out voters by informing them of the upcoming election.
- Don't forget the dump and other local hot spots to get out and meet the voters

## September

❑ **Continue to: attend events, recruit volunteers for weekend campaign activities, Primary Day, and Election Day; submit letters to the editor, have coffees and house parties.**

❑ Go **door-to-door** as often as possible leading up to the primary. If you are not in the primary, door-to-door will still be beneficial for getting your name out and is a great way to meet new voters.

❑ Sign Wave, it is as simple as it sounds. Stand at major intersections and wave at cars. Ex. the town green, outside a major shopping center (on public land, stores frown upon candidates standing on their grounds)

❑ The weekend before the primary and Primary Day, schedule time to make neighbor to neighbor **phone calls**. Call your supporters or have your friends and family members call your supporters to remind them to vote for you.

❑ On Primary Day, line up friends and family members to help you at the polls by **holding your signs** and creating a presence. If you are in a primary dedicate volunteers to make Get Out The Vote Calls.

- ❑ Make arrangements to get election results on Primary Day and Election Day. By having volunteers remain at the polling location after the polls close or having your town clerk call you with the results.
- ❑ After the Primary, write **thank you letters** to friends, family and volunteers.
- ❑ Write a **Letter to the Editor**, thanking the voters for coming out to vote.

### **October and November: Crunch Time!!**

- ❑ **Continue to: attend events, write letters to the editor, and house parties.**
- ❑ As a Republican nominee for state representative one of your duties is to serve as a delegate to the State Party Convention. Which is traditionally held in late September or early October. Delegates vote on the party platform.
- ❑ Go **door-to-door every weekend** before the Election!! Every day if possible the closer you get to the election.
- ❑ Don't forget to keep **other Republican candidates** in the loop on the logistics of your door-to-door and literature drops. You may be able to coordinate your efforts to maximize voter contact.
  - Keep the State Committee advised. They can provide additional support with volunteers, literature, etc.
- ❑ Make **phone calls every night and every weekend!!**
  - Although other campaigns will be making get-out-the-vote phone calls, it is important for you to make your calls.
  - Have volunteers, friends and family call voters Saturday through Election Day reminding them to vote.
  - Consider coordinating with the NHGOP in the final get out the vote effort. This will help you and the Republican Team you are running with.
- ❑ **Postcard Mailings.** Postcards are a personal way to remind voters that you are running for office and about Election Day.
  - Recommended drop dates for postcards are: **October 13, 20 and 27.**
  - If you have limited resources, it is best to drop your mailing closest to Election Day to ensure that your name is fresh in voters' minds. If you are going to go this route, you must go door to door or literature dropping the week before.
  - Consider teaming up with other candidates in your District to maximize your impact in the area while reducing your overall costs.
  - Tubing or literature dropping is a less expensive approach but requires volunteers.

- ❑ On Election Day, plan to stay at the polls to **greet voters** as they enter the polling location.
  - Make sure you have volunteers available to help you hold signs at all polling locations.
  - If your district is small enough, it is possible to visit each polling location. Make sure to leave a volunteer at each location. Spend the majority of your time at the largest polling place in your district.
  - To help drive turnout, devote a volunteer or two from your campaign to make calls with the NHGOP
  
- ❑ After Election Day, write **thank you letters** to friends, family and volunteers. Also write a letter to the editor thanking the voters for coming out to vote.

## **December**

As stated earlier being a Republican nominee for state representative you are a delegate to the State Convention. In December your final duty as a delegate will be to attend your city or County Republican Committee caucus where you will elect committee members. For more information please contact Robert Collins at 225-9341.

## **Words of Wisdom:**

- ❑ Organize Early. Once you have decided to run, you don't have any time to waste.
- ❑ Think positively but don't be overconfident.
- ❑ Get out and meet people every day! The more people you talk to the greater the possibility they will go and talk to others about you (**Bring your palm cards and a notepad to capture information**).
- ❑ Don't take stands on issues until you are 100% sure of your position.
- ❑ Write your budget. **BE REALISTIC**. What can you honestly raise and honestly contribute to your race. Don't over reach and don't over extend yourself. **Be a Republican!**
- ❑ **Work Hard and Work Smart**. The Committee to Elect House Republicans and the State Committee are here to help! Bounce campaign ideas and messages off them for they are a great resource. Please use them and remember to keep them in the loop.
- ❑ **Call anytime with questions or requests for help!!**

# **INFORMATION FOR PROSPECTIVE LEGISLATORS**

## **Schedule and Time Commitment**

Legislators are expected to be present each day that the House is in session, usually on Wednesdays. With very few exceptions, legislative committee work is conducted on Tuesdays and Thursdays during the legislative session. Some committees meet more than others, as workloads vary by committee.

Mid-November – A 2-day New Legislator Orientation session followed by a day-long party caucus to nominate candidates for Speaker, Clerk and Sergeant-at Arms. This is most likely a Thursday-Saturday event.

First Wednesday of December: Organization Day - Swearing in ceremony, election of Speaker and other officers.

January to June – House sessions approximately 1 day per week; total number of session days ranges from 17 to 24, plus committee assignments. For more information on session, committee assignments, and time commitments please contact the House Republican Office at 603-271-3665.

September to November – Occasional committee work on re-referred or interim study bills and meetings of study committees. This work is often optional.

## **Salary**

Legislators are paid \$200 for the two-year term and are reimbursed for mileage expenses.

## **Committee Assignments**

Shortly after the election, members are asked to fill out cards with their three choices for committee assignments. The Speaker then assigns each member to a committee. Current committees are: Children & Family Law; Commerce; Criminal Justice and Public Safety; Education; Election Law; Environment and Agriculture; Executive Departments and Administration; Finance; Fish and Game; Health, Human Services and Elderly Affairs; Judiciary; Labor, Industrial and Rehabilitative Services; Legislative Administration; Municipal and County Government; Public Works and Highways; Resources, Recreation and Development; Science, Technology and Energy; State-Federal Relations and Veterans Affairs; Transportation; and Ways and Means. Some committees have a heavier work load than others so it is important to learn about the committees before making a choice.

## **Sponsoring Bills**

Any Representative may sponsor a bill. The Office of Legislative Services provides research services to furnish information on issues as well as attorneys to assist in drafting bills. Once the bill is in final form and signed off by you and other sponsors, it is assigned to a committee. Each bill has a public hearing and you should attend the hearing of your bills. If the House adopts your bill, you will want to follow it through the Senate process as well.

Bill sponsorship and the committee process are very complex. Becoming accustomed to the environment, familiar with facilities and staff, and observing the ins and outs of the legislative process take time.

## **Constituent Services**

Another responsibility of the legislator is to assist his or her constituents with information and assistance with state agencies and government. This may include research on present or past legislation, help in dealing with a state agency or sponsoring new legislation. Staff is provided to assist the members in each of these areas.

## **County Responsibilities**

Each Representative is automatically a member of a county delegation. The county delegation is responsible for appropriating funds for county government. The delegation meets several times each year.



## **Your Biography**

Getting Started:

1. Brainstorm a list of things that a voter would want to know. Include items such as your community service, community involvement, organizations, your education and work experience, plus how long you have been in the community. Think of it as a resume with personality.
2. Choose the most important features about you and put them into a narrative or bulleted format. Both formats will come in handy during the campaign.
3. This bio can be used as a basis for mailers, your literature, letters, and talking points for your supporters.

### **Sample Biography:**

Lynne Blankenbeker  
Candidate for State Representative

Lynne Ferrari Blankenbeker is 46 years old and has lived in Concord with her family since 2004. She moved from the Upper Valley to Concord to attend Franklin Pierce Law Center, where she earned her JD degree. She has been a resident of New Hampshire since 1993.

She was raised in Florida and moved to Alabama in 1982 where she earned her BS degree in nursing. She joined the Air Force while in college and was commissioned into the Nurse Corps in 1986. In 1990 Lynne was deployed to the Middle East in support of Operation Desert Shield/Storm. After her tour, she returned home and started her family. She has one daughter, a senior at Concord High School. She took an 8 year break from military service while she was home with her daughter.

Lynne and her husband moved to NH because they felt it was the best place to raise their young family. She practiced nursing part-time at DHMC and was a Risk Manager for a DHA hospital until the move to Concord in 2004. In 2001 she returned to military service as a nurse in the Navy Reserves. In 2003 she was mobilized in support of Operation Iraqi Freedom, caring for the injured soldiers and sailors.

Currently, Lynne is a Commander and the CO of 2 medical units in MA. She also owns her own law practice where she focuses mainly on healthcare law and healthcare risk management consulting. She worked part-time at Concord Hospital until April 2009.

A veteran, she is a life-member of the VFW Post 1631 and the American Legion. She is the co-founder of the Central NH Republican Women's club and a member of the Concord Republican City Committee.

## **Direct Mail: Gaining Support**

Direct mail is a means of reaching a broad base of individuals in order to gain name identification, and voter support. It is key to determine the purpose of each mailing you conduct for your campaign (i.e. get out the vote, name identification or issue advocacy). The NHGOP and the Committee to Elect House Republicans are able to assist you with which mailing is appropriate based upon your budget, what is needed to win, and the time frame in which to send it.

Most state legislative and local campaigns do a one time mailer to Republicans and Independents to get their names out to voters, remind them of the upcoming election and garner support. Many team up with their fellow Republican House candidates to do team mailers.

Direct mail can be done through a professional mail house. This is more time effective for it cost less of your time, but it is more costly than putting it together with volunteers or with a Republican committee's assistance. Regardless, always ask for help!!! Targeting the right lists is vital to the success of any mailing. The NH GOP can help you decide which lists are appropriate, assist in recruiting volunteers to help with the mailing, and look into bulk mailing permits.

### **Direct Mail Tips:**

#### **TARGET YOUR MAIL**

- Use GOP Data Center to target your mail universe
- Targeting is most efficient way, for you to identify ideal voters, and it is more effective then saturation mailings. *Note while people will tell you the cost of saturation mail per piece is cheaper than a targeted mailer the overall cost is more expensive as you are sending mail to homes that are not registered*

*to vote, won't come out to vote or democrats who will come out to vote against you. DO NOT give anyone an opportunity to ruin your chance at victory.*

- ❑ Mailers should have a DUAL purpose:
  - getting your name id up
  - getting people out to support you
- ❑ Bulk Mailing
  - A permit is needed—check with your local Republican Committee, or NHGOP, since they might already have a permit that can be used
  - permits are around \$150 and at least 200 pieces of identical weight must be mailed to be considered bulk
  - consult your local postmaster for the latest rules and procedures
  - Please contact the NHGOP or your local party regarding rules about obtaining a bulk mail permit.
  
- ❑ Volunteers are essential!!
  - Volunteers can make a large mailing more manageable
  - They keep mail budget in check
  - They excite and get people involved in your campaign
  
- ❑ Timing
  - give a two week lead time for bulk rate
  - give a 2 day lead time for first class mailings
  - take into consideration when the mailer will reach the voter
  - Cost: Standard postcard postage is \$.35 per piece, Half page post cards and letters are \$.49
  
- ❑ Content
  - base content on space and timing of mailer
  - include such things such as your campaign logo, bio, why you are running, the date of election, polling location(s), polling hours, way voters can contact you phone, email, mailing address, and website if you have one.

## **Door-to-Door Campaigning**

Door-to-door campaigning brings voter contact to the personal level. While phone banks may be the best way to tally voter identification and turnout in a shorter period of time, door-to-door campaigning effectively motivates voters. People remember this type of personal contact. One-on-one contact between the candidate and the voter is probably the best way to win a person's vote.

Door-to-door campaigning has been one of the most successful strategies in state and local campaigns. Because these campaigns have a limited voter audience, hitting every door in the district is often a feasible goal. The candidate who is willing to “pound the pavement” and demonstrates his or her concern by meeting the voters in their homes greatly improves his or her chances of winning. The

candidates who have the passion to win have a good chance to gain a voter's respect. Most voters respond positively to personal contact.

Door-to-door activity is based upon a neighborhood approach to street campaigning. A candidate goes to the voter as a neighbor, explains why he or she is running for office and wins their support. This personal contact can often become the basis for a volunteer organization run by neighbors, their friends and family. Even today where strong community identity is waning, door-to-door campaigning is still an effective tool to win voters' support.

## **HOW TO:**

1. Obtain detailed walk lists and street maps of your district. GOP Data Center and the NHGOP are a great resource for such information.
2. Divide the district into neighborhood areas.
3. Determine those areas suitable for walking and those best done by car.
4. Schedule regular door-to-door sessions. A couple of evenings a week, weekend mornings, etc., so that it is not an overwhelming task. A few doors a day really add up by the end of the campaign!!
5. Recruit volunteers to assist with door-to-door activities. Give them specific times and dates. Have them meet in a central location to dispense walk lists/street maps and to split up the neighborhood.
6. Provide each volunteer with enough handout materials and a script so that they will know what to say.
7. Upon returning, mark off those areas covered to avoid duplication.
8. If possible, the candidate should do as much door-to-door on his or her own since meeting the candidate resonates more with the voter greatly than meeting a volunteer.
9. If the objective is to cover as much ground as possible during "crunch time," teams of volunteers are essential.
10. If you firmly lock up a voter don't be afraid to ask them for a sign location. Have signs in your trunk or return in a timely manner to put up a sign.

## **Literature Dropping and Tubing**

**Literature drops** are another way to increase your name identification, garner support, and get out the vote. It is cheaper than mailers since it involves only the cost of printing the literature. Volunteers are used to go door-to-door leaving the literature (not necessarily knocking on doors and talking to voters) on

door handles, in paper boxes, etc. NEVER put anything in or on the US Postal boxes as it is a federal offense.

**Tubing** is essentially dropping literature from a car. It is a way to cover a lot of ground by putting literature in newspaper “tubes.” The theory behind this is that those who subscribe to and read the newspaper are more likely to be informed and aware of elections; therefore they are more likely to vote. This is a cost effective way to target likely voters. Fewer volunteers are needed and more ground can be covered because a car is used. Other than direct mail, it is probably the most effective way to disseminate candidate information in the rural areas of New Hampshire where walking is not realistic.

- Literature design should be simple with basic biographical information, issues, polling place, polling hours, and contact information.
- Volunteers are crucial to these activities.
- Road maps outlining specific routes for volunteers are essential to prevent overlap.
- Targeting is possible with maps showing more “Republican” neighborhoods or by focusing on the more Republican towns in the district.
- This tool is greatly effective if used as supplemental activities to door-to-door campaign and direct mail.
- Use GOP Data Center to create walk lists. *Note: not targeting homes in a literature drop can result in literature being distributed to nonvoting home and democrat homes who may not vote for you. The same theory applies to tubing. That is why it is vital for you to target homes for the most effective result and most bang for your buck*

## **Neighborhood Coffees and House Parties**

### **WHY:**

This is one of the best ways to recruit volunteers and supporters for your campaign. Many people are so insulated from the election process or are so overwhelmed by all of the activity at the top of the ticket, that when it comes to your race, some will vote solely on the strength of having met you or having received some of your literature. Others will vote because they know the host of your event. The key is to connect with voters as directly as possible. You will be surprised how many people will be flattered to be invited to a neighborhood event and how many will be willing to help out. House parties are low cost and require little preparation to be a success.

**WHEN:**

Any time throughout the campaign. Early in the campaign is a good time as you are not as busy. It is also a good the time to start recruiting volunteers. House parties are a great way to do this. Try to schedule neighborhood events with friends and neighbors on a regular basis.

**HOW TO:**

Call a friend or neighbor and ask them to host an informal coffee, backyard barbeque or a wine and cheese party in their home so that people can meet with you and hear what you have to say.

1. Agree on a date and time.
2. Together, make up an invitation list of friends and neighbors. Invite three times as many people as you want to show up.
3. The host invites people either by phone, e-mail or written invitation. Invitations should go out approximately two weeks prior to the date of the event.
4. Make arrangements for name tags and a sign-in sheet so that it is easy for you to work the room and keep track of those who attended.
5. The host should follow up with guests to ensure good attendance. Do not let turn out at the event be left to chance.
6. You must be on time with your literature and volunteer cards. Give a brief speech outlining why you are running, what you would do if elected, and then answer questions.
7. Make sure to take the time to shake hands and meet everyone at the party. They have come here to see and meet YOU!
8. You, your host, or a campaign worker may make a pitch for donations and volunteers. Have cards for both available to be filled out.
9. Above all, attaining SUPPORT is the main objective.
10. You should stay for an hour or more—these people left their homes to meet you, but do not drag it out.
11. Thank your host. Send notes to those in attendance. A simple message saying that it was nice to meet them will go a long way. Voters will appreciate the personal follow-up.

**OTHER SUGGESTIONS: WORK HARD AND WORK SMART!**

For House Races, team up with your fellow Republican running mates. This will provide exposure for all of you and potentially attract more attendees. You will

also meet a greater variety of people since each candidate will attract his or her own group of voters.

## COMMUNICATIONS

### EARNED MEDIA

This is a way to make news and gain publicity for your campaign without paying a lot of money for it. It is important because (1) earned media coverage gives the group a degree of credibility not obtainable from paid advertising and (2) the cost of paid media is very expensive.

### GROUND RULES FOR WORKING WITH THE MEDIA

1. Try not to treat reporters like the enemy. Most reporters try to be fair. Try to view reporters as allies to help get your message to voters. Develop a rapport with local reporters. If you respect them they will respect you and hopefully give you better coverage.
2. Be professional. Send out releases in the proper format and without typographical errors. Provide ample notice of events to be covered. If you promise to get back to a reporter with the answer to a question, respond before the reporter's deadline, even if it is to say that you do not yet have an answer.
3. Be honest and accurate. Never lie or stretch the truth. If asked questions on a topic about which you know nothing or for which you have no answer, it is better to say that you do not have an answer yet than to say something inaccurate.

**Example:** You are planning a fundraiser and a reporter asks how many guests you are expecting. If you inflate your anticipated turnout, what happens when the reporter attends and discovers that only half as many people are present? The likely headline in the paper is "Disappointing Turnout At Political Fundraiser." It is better to err on the conservative side, quoting a number slightly less than the crowd expected, thereby creating a more favorable headline such as "Larger Turnout Than Expected at Party Fundraiser."

4. Be responsive. Do your best to build a reputation as someone who can be depended upon to provide timely, accurate news in a usable form.
5. Don't pick a fight with someone who buys ink by the barrel or paper by the ton. Regardless of how much you disagree with the slant on a particular story, remember that the media always has the last word.
6. Make it easy for the reporter to do his or her job. The easier you make it, the better chance you have of getting coverage. For instance, always type a telephone number on a news release. Should a reporter have a question

on the story, he/she will not take the time to look up your number. The reporter may choose the easy story and throw yours away, instead.

7. Remember: **The NH GOP and the Committee to Elect House Republicans are here to help!!** Call for advice on media statements and ideas for press releases.

**What Is News?** The media wants newsworthy stories from you. Ask yourself these questions when submitting a news release: Is it out of the ordinary? Is it timely or is it old news? Is it controversial? Does it have local appeal? Is it emotional? Is it big? Does it involve “celebrities”? Is it what people are talking about? If the story contains any of the above characteristics, it is most likely newsworthy.

## **Tools Of The Trade**

1. **News Advisories** – are notes to news outlets advising them of upcoming events that they may wish to cover. News advisories are used when news releases have already been used or are not warranted.
2. **Writing Style** – should be concise and clear. Write to express not impress. Use newspaper style. The lead paragraph should contain the basic who, what, when, where and why of the story. Always quote the newsmaker and attribute all the quotes. Use specific facts. Avoid opinions except when quoting someone. Confirm all facts and figures.
3. **News Releases** – are typewritten stories for release to the media. Letterhead must contain the words “News Release,” name, address, phone number, the name of a contact person, the time and date of release, and the phrase “For Immediate Release.” Keep the release to one double-spaced page so that it is short and to the point. When appropriate, add a photo with the release. Make sure to find out the deadlines for release submissions. When sending electronically, put it in the body of an email. Never send a PDF, this requires the reporter to type out the release, decreasing your chance of coverage on the story. **For Example:**

**For Immediate Release**  
**Date December 8, 2009**

**Contact: Joe Smith**  
**(xxx)xxx-xxxx**

### **David Boutin Officially Enters State Senate District 16 Race, Takes Taxpayer Pledge Opposing Broad Based Taxes**

**Concord, NH** – Joined by friends and supporters, David Boutin officially filed his candidacy papers today for the State Senate District 16 seat. He also signed the Coalition of NH Taxpayers’ “Taxpayer Pledge” which states that “if elected to any statewide office, I will oppose all efforts to impose a sales, income, or other broadbased tax on the taxpayers of the State of New Hampshire.”

“I am grateful for all the support I have received over the last several months as I have been campaigning throughout Senate District 16 talking about the need to cut spending and lower taxes. I believe the only way we are going to get our State’s economy back on track is by encouraging small businesses to expand and grow. Unfortunately, they can’t do that in this hostile business environment that the Democrats in the Legislature have created through their excessive new taxes and fees. That’s also why I have signed the Taxpayers’ pledge opposing any efforts to impose an income, sales or any broadbased tax in New Hampshire,” said Boutin.

“David has always been the taxpayers’ best friend as a State Representative serving on the Ways and Means Committee. I am certain he will be even more effective in the Senate and that is why I am supporting his efforts,” said State Senator Sheila Roberge. Senator Roberge is serving her 12<sup>th</sup> term in the Senate and is the Dean of the Senate, an honorary title bestowed upon the longest-serving sitting Senator.

“Every taxpayer in Senate District 16 should stand up and support David Boutin in his efforts to be their next State Senator. David has a solid record of supporting lower taxes, and lower regulations and fees. David will be a strong voice for the taxpayer in the Senate and not be beholden to any special interest group,” said Ed Naile, Chairman of the Coalition of NH Taxpayers.

###

4. **Letters to the Editor** – are a great way to promote candidates and party positions as well as defend positions and rebut opponents. They can also be used to bring attention to an event or comment on how well an event went. Keep letters short. If possible, form a group of individuals that will recruit others to write letters to their local papers. Do not use form letters. Newspapers are interested in opinions, not those of someone else. Furnish people with talking points to help get them started. Make sure to include the candidate’s name in the title of the letter for most readers won’t read the full letter. Be sure to conform to the paper’s policy regarding length and form. Utilize the program on the NHGOP’s website to submit letter. See the attached “**Writing Letters to the Editor**” for more information.
5. **Interviews** – may be scheduled one-on-one with reporters, on local public affairs programs or call-in shows. Determine whether the interview will be advantageous for your campaign. Do not wait to be sought out by reporters. Ask for an interview but be sure you have a “hook” or angle for the story. Be sure the person being interviewed (i.e. you) is prepared. Practice makes perfect in delivering your message. Record the interview.
6. **Opinion Pieces and Guest Columns** – are great opportunities and are usually printed on the editorial page. You will have to initiate the placement of such pieces. Be sure to conform to the paper’s policy regarding length and form. Opinion pieces that deal with a “hot button” topic of interest to readers or a response to previous editorials have a better chance of being published. See the attached opinion pieces section for more information.

**PAID ADVERTISING**

- ❑ Newspapers – dailies and weeklies
  - Increase name identification
  - Reach a broad audience
  - Readers are more likely to vote
  - Team up with fellow candidates and do a “run as a ticket” ad
  - Design and frequency according to budget
  - Timing: have it “hit” when people are starting to think about the election
  - Should include election reminder, dates, bio info and possible photo
  
- ❑ Radio
  - Relatively inexpensive
  - Research recording costs, ad buys, time slots, etc.
  - Timing, frequency, and length according to campaign budget
  
- ❑ Consult the NH GOP, and the House Committee to Elect House Republicans for tips, sample ads, recordings, and to determine whether or not newspaper or radio is right for your campaign.
  
- ❑ Caution: the cost of paid advertising can add up very quickly. The money may be better spent on direct mail where the voter is more apt to read it and your message is targeted to who you want it.

## **SOCIAL MEDIA AND THE INTERNET**

- ❑ Websites
  - A webpage can help get your message out to the voters. It will provide an opportunity for voters to research your stances on the issues. It can also allow your supporters organize and get in touch with you.
  - The NHGOP can link your website to the NHGOP page.
- ❑ Social Media
  - Facebook, Twitter, and other platforms such as Instagram. If you already use these tools, they can help you get out your message and help with organization. Chances are if you use these sites, your friends do too.
  - If you do not use these sites, do not waste your time setting up the accounts. Your time will be more effectively spent meeting with voters face to face.

## **FUNDRAISING**

- ❑ Reasons Why People Give
  - They know you
  - They believe in you or your cause
  - They are frequent donors to the Party and Party candidates
  - They identify with a particular issue you represent

- ❑ Reasons Why People Do Not Give
  - Have not been asked
  - Don't know how much to give
  - Have never contributed to a campaign before
  - Want more specific information
  - Appeal has come from the wrong person

**\*\*In most cases, the appeal should come from the candidate\*\***

- ❑ Preparation
  1. Prepare a strict budget for your campaign which coincides with your campaign plan.
  2. Draft a fundraising plan that meets your budget.
  3. Do prospecting:
    - Check previous contributors as well as party contributors
    - Gather lists such as members of your country club, civic organization, personal friends, professional groups, etc.

- ❑ Types of Fundraising for Small Campaigns
  1. Direct Mail
  2. Phone Calls
  3. Fundraising Event *Note: refer to previous section*

- ❑ Tips for Successful Fundraising
  1. Ask for a specific amount.
  2. Use your campaign budget:
    - To show potential donors you are organized
    - To show high cost of a campaign by noting specific costs
    - Show your potential donor that you are serious about your campaign
    - Allow donors to invest in your campaign

**3. Be sure to thank ALL donors!!!**

## **Less is More!**

**\*\*\*Keep your campaign expenses low to acquire more volume\*\*\***

By finding the best deals on signs and mailer printing, you can keep your costs low, and ultimately get more for your money. For example, by keeping your signs simple and one color, you can purchase a greater quantity for the same cost and reach more voters than if you use an expensive multicolored sign. Remember to be honest and true to how many signs you can really put up. Wasting money on large quantity of signs that will sit in your garage takes away from you having more money to spend elsewhere.

## LITERATURE

Most of what the voters will know about you will come from what is included on your literature. Determine the number to be printed by the size of your district, whether it will be used just as a palm card or also as a mailer, and on your budget constraints. There are many printing options but keep in mind that the more colors on your literature, the greater the cost.

The NHGOP and the Committee to Elect House Republicans are clearing houses for literature and mailing templates, as well as having staffs with design experience. Remember to include a picture of yourself and your sign design. It's your logo and that is what people remember from your literature. **Please see the following pages for examples of palm cards.**

## MAILERS

Like literature, there are many options when it comes to mailers. For example a mailer could consist of your literature along with a letter in an envelope, postcards, fliers, etc. There are many different ways to get your name and message out to the voters. Consult other candidates in your area for advice as well as your local Republican committee, NH GOP, the Committee to Elect House Republicans and mail vendors.

Postcards have become very popular in the last few years because they inform voters and are cost effective. You can design your own at home, work with a local vendor or go to a copy center. It's quite simple--all you need is Publisher on your computer and you're ready to go. The cost is very low for printing and you will get the same message to the voter. The mailing cost is only \$.35 per piece, which means that you can mail more people. The more you mail, the more exposure you and your vision for a better New Hampshire will get. *Please remember to put a disclaimer on all of your campaign materials. The NHGOP and the Committee to Elect House Republicans are available to review your signs to ensure they are in compliance with election law.*

Here is an example of a postcard that was designed in under 15 minutes:

**Jane Smith**

**State Representative**

**Let's Make New Hampshire Great Again!!**

- Fighting for Fiscal Responsibility**
- Smaller Government**
- Local Control**



[Campaign Disclaimer]

## SIGN DESIGN

When going to print with your sign, keep in mind the following:

- ❑ People need to be able to read your sign from a moving car. The simpler the better.
- ❑ All you need is your NAME and OFFICE.
- ❑ **Color:** Try to keep your sign one color in order to keep sign cost low. The more colors the greater cost to you.
- ❑ **Text:** Wild text may look cool, but people won't be able to read it. Some printers will only support neutral fonts such as ARIAL and TIMES NEW ROMAN, so stick to those.
- ❑ **Material:** There are 3 options for signs.
  - Cardboard fold over is the least expensive, but has the shortest lifespan.
  - Coroplast is a middle priced sign, with a long lasting durability,
  - Polibag this is the most expensive for it includes a metal wire.
  - *Note the first two options are the most likely to be used in your race, but remember you will need a metal wire or wooden stake to get them into the ground.*

**Number of Signs:** BE REALISTIC. If you live in a one town district, the reality is you only need 50 signs. If you live in a multi-town district 100+ signs. Put into consideration the real number of signs you are going to put out. Don't waste your resources paying for hundreds of signs that will sit in your trunk, garage or basement.

Here are some examples of some sign designs:



*NOTE: Do not forget to put a paid for disclaimer on your signs. The NHGOP and the Committee to Elect House Republicans are willing to review your campaign materials to ensure you are in compliance with election law.*

## Writing Letters to the Editor Tips:

The keys to a successful letter are:

§ **Keep it short:** people are more likely to read something that is 2-3 paragraphs than a half page. The Union Leader requires letters to be **less than 200 words** or they will edit them to size.

§ **Come to the point quickly.** Make your point in the first paragraph, back it up, and then summarize it in the final paragraph. If possible, put your point in the headline since very often they are the only things read on the page.

§ Speak with authority and present a clear forceful case.

§ If writing about a candidate or elected office, mention his or her name at least **3 times** within the piece, including the subject.

§ **Keep the overall tone positive.** Promote the issue or individual instead of attacking it.

Remember: the more letters written, the better chance there is for your messages and issues to be heard. This will not only present another side of the story, but will also provide for a greater Republican presence. Please note certain papers have rules on how many times an author can submit a letter during a period of time, such a once a month, once a week, etc.

Please do not hesitate to ask for help! The NHGOP and the Committee to Elect House Republicans are always willing to read and provide feedback on letters.

**\*\*Remember your submission must include your name, address, and phone number\*\*** See page 31 for sample letter.

## SAMPLES

### SAMPLE BUDGET

Expenses

| Item             | Quantity | Cost  |
|------------------|----------|-------|
| Wire Frames- .79 | 100      | \$79  |
| Signs            | 100      | \$349 |
| Palm Cards       | 1000     | \$249 |
| Post Cards       | 1000     | \$140 |

|                               |      |                |
|-------------------------------|------|----------------|
| Postcard Postage- .28         | 1000 | \$280          |
| Newspaper Ads                 | 1    | \$150          |
| Fundraising Envelopes         | 500  | \$20           |
| Ream of Paper (500 Sheets)    | 1    | \$10           |
| Box of Return Envelopes (500) | 1    | \$10           |
| Box of Mailing Labels         | 1    | \$25           |
| First Class Stamps - .44      | 500  | \$220          |
| Misc                          |      | \$100          |
| <b>TOTAL</b>                  |      | <b>\$1,632</b> |

Receipts

| <b>Item</b>   | <b>Quantity</b> | <b>Cost</b>    |
|---|-----------------|----------------|
| Phone Calls- 25 known friend, fam, co-workers                             | 25              | \$625          |
| Ask \$50 donation   | 25              | \$1,250        |
| Mail- \$100, 75, 50 or 25 (average return rate with prospect mail is 20%) | 250             | \$1,250        |
| <b>TOTAL</b>  |                 | <b>\$3,125</b> |

*\*Prices subject to change, be sure to consult your vendor.*

### **State Representative Phone Script**

Hello, my name is \_\_\_\_\_ and I'm a volunteer for (your name), who is running for State Representative in the Election being held on (date).

**Q1 – Can (your name) count on your vote?**

**YES** – *if yes, “thank you very much for your support.”*

(mark pertinent information on call sheet and proceed to CLOSE)

**NO** – *if no, then go to CLOSE*

**UNSURE** – “Would it be ok to mail you some information about (your name) to help you with this decision?”

If **YES**, confirm mailing address, and then proceed to CLOSE

If **NO**, proceed to CLOSE

**CLOSE** – Thank you for your time, this call was paid for by (your Campaign).

### **SAMPLE FUNDRAISING LETTER**

February 2, 2014

Joe Smith  
6 Eastern Lane  
Omaha, NH 03000

Dear Joe,

The New Hampshire Advantage is in jeopardy. Over the past two years the Democrats have increased spending by 17% and implemented 40 new taxes and fees. It is time to restore New

Hampshire common sense and fiscal responsibility to the State House, which is why I have decided to run for State Representative in Hillsborough District #30.

Being actively involved in civic and political issues since the early eighties, I have sought to fight for New Hampshire values. I have worked for local candidates with the hope of giving Granite Staters a choice. My family and I now feel that the time has come for me to offer myself as a servant in the public arena. I am hopeful that I can bring some of those common sense ideas straight from the people to the New Hampshire House of Representatives.

I am excited at the possibility of serving the people of this great state. But before I can serve I must conduct a very aggressive campaign. To be successful in this endeavor it will take a very strong and dedicated grass roots organization. I believe the voters of this district will step forward with my family in a united volunteer effort. As you may have guessed my children are already hard at work designing flyers, building winning strategies of their own, and decorating the campaign headquarters. All five have volunteered to help knock on doors, place yard signs and of course, participate in any upcoming parades.

With brochures to purchase, yard signs to order, radio ads to place, and five towns to cover, I will need help. I am turning to the people who have known me the longest, who know me best, and humbly invite you to get involved in my campaign and help make a difference.

Your early contribution, made payable to "Scott for State Representative" will give our race a tremendous boost right out of the starting block.

Your gift of \$25, \$50, \$100, \$250, or \$500 will help me raise the vital "early seed money" I need to successfully launch this campaign. I humbly ask for your support in helping us rise to this great challenge.

There is an envelope and a reply card enclosed that I hope you will use to return your personal check and help me in my journey to restore common sense to the New Hampshire Statehouse. If you have any question please feel free to contact me at.....

Thanks in advance for your encouragement, generous support, and prayers.

Sincerely yours,  
John Scott

(Insert disclaimer at bottom of the page)

## **SAMPLE LETTER TO THE EDITOR**

Experience, Tax Fighter, and Proven Leader. All qualities that New Hampshire citizens should be looking for in their State Representatives. Tuesday March 9<sup>th</sup> is the final special election of this year and the citizens of Coos County District 2 have the opportunity to elect such a Representative, John Tholl. I served with John for all 6 of his terms and watched him fight for the interests of his constituents, lower taxes, a responsible budget, and ensured that New Hampshire continued to be a great state. The democrats have recklessly managed New Hampshire over the past four years, raising the budget 17% and forcing 40 new taxes and fees upon the citizens of New Hampshire. We need to put a stop to their irresponsible ways and we can start by electing John Tholl on March 9<sup>th</sup>.

Gene Chandler  
State Representative  
Bartlett

## SAMPLE THANK YOU LETTER

Dear Voter,

Thank you for your continued efforts during this campaign season. It is because of supporters like you that I can continue to remain competitive in my race for State Representative. I am proud to have earned your support and together we can take back the New Hampshire State House.

Sincerely,  
Joe Smith

### 2016 RECEIPTS AND EXPENDITURES Candidates

**664:7, I Reporting by Candidates.** Each candidate at the primary or general election for governor, councilor, state senator, representative to general court, or county officer, who has expenditures exceeding \$500, shall file statements before and after an election in like manner and detail as prescribed in RSA 664:6, II, II-a, III, IV, and V, excepting, however, the expenditures of political committees of the party to which the candidate belongs in elections other than primaries.

#### ***Filing Dates for Primary Election – September 13, 2016***

**June 22** – report to summarize and itemize all receipts and expenditures from date of registration through June 20.

**August 24** – report to summarize and itemize all receipts and expenditures through August 22.

**September 7** – report to summarize any previous reports and itemize additional receipts and expenditures through September 5. In addition to this reporting requirement, the secretary of state shall be notified by the fiscal agent within 24 hours of any contribution exceeding \$500 which is received after the statement due September 7 and prior to the day of the election.

**September 21** – report to summarize any previous reports and itemize all other receipts and expenditures through the date of the primary election (September 13, 2016).

#### ***Filing Dates for General Election – November 8, 2016***

**October 19**– report to cover receipts and expenditures since primary election through October 17.

**November 2** – report to summarize any previous report from general election and itemize additional receipts and expenditures through October 31. In addition to this reporting requirement, the secretary of state shall be notified by the fiscal agent within 24 hours of any contribution exceeding \$500 which is received after the statement due November 2 and prior to the day of the election.

**November 16** – report to summarize any previous reports from general election and itemize all other receipts and expenditures through date of general election (November 8, 2016)

Any political committee whose receipts or expenditures do not exceed \$500 for a reporting period, or any candidate whose expenditures do not exceed \$500 for a reporting period need not file. However, once the accumulated receipts or expenditures (for a committee) or expenditures (for a candidate) exceed \$500, then a statement shall be filed at the next reporting deadline.