

CANDIDATE RESEARCH, RECRUITMENT & SUPPORT



RESEARCH

At the beginning of each election cycle, the candidate committee for the party must do its due diligence to understand the strategy and resources needed for a candidate to win each elected office.

Research should include a cost analysis of past elections, voter research and opposition research. This research will be very valuable for both recruitment and strategic planning.

Cost Analysis

Look at the campaign finance records for each elected official (incumbent).

- How much did they raise in the last election cycle?
- How much did they spend in the last election cycle?
- How much was the party able to contribute to the campaign for this office in the last election?

RESEARCH

(continued)

Voter Research

Understand the voter base in each election district, so you understand the target audience and what the winning message must be.

- What percent of registered voters participated in the most recent November general election? What was the ratio of Democrat to Republican votes for the largest race on the ballot?
- What issues are most important to the voters?

RESEARCH

(continued)

Incumbent Research

Analyze the current elected officials, no matter the party affiliation, to understand who needs continued support and who needs to be replaced.

- What is his/her voting record on issues over the past few years?
- What is his/her party affiliation? Does he/she always vote along party lines?
- Does he/she openly speak in meetings?
- What actions has he/she taken or failed to take?
- Would the party want things done differently than what he/she has already done?
- Who are his/her past campaign donors?
- What is his/her residential, business, criminal and financial history?
- What are his/her strengths and weaknesses?
- What has he/she posted on social media?
- What are the odds of electing a conservative constitutionalist to this seat?

RECRUIT

After thorough research, the next step is to recruit a party candidate to run for each elected office.

Where there is more than one party candidate on the primary election ballot, the party usually remains neutral.

The party must find candidates who are not only qualified to handle the duties of the elected office, but also champions of the U.S. Constitution and the party platform in its entirety.

SUPPORT

Candidate Training

After providing candidates with the candidate committee's research, encourage them to connect with individuals who have won a campaign for the same elected office in another district. In this way, they can gain valuable advice for both winning their campaign and successfully fulfilling the responsibilities of the elected office.

Encourage them to complete the **Candidate Training Series** and find other helpful campaign resources at [moveitchristian.com](https://www.moveitchristian.com).

SUPPORT

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Besides offering advice, the party can support general election candidates in three primary ways – financial contributions, material assistance and well-trained get-out-the-vote volunteers.

The party may offer support during primary election season when there is one candidate on the ballot for an elected office.

Financial Assistance

The party committee can give direct financial contributions to a candidate committee.

Candidates running for office are limited in what they are allowed to accept from party committees in an election cycle. Find the current contribution limits at michigan.gov/sos/elections.

SUPPORT

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Material Assistance

The party committee can help in many tangible ways: offer get out the vote software, provide quality voter data and corresponding walklists, create voter guides and other campaign mailers, advertise candidates online and through other media sources, etc.

Get Out the Vote (GOTV)

Perhaps the most powerful way a party committee can support its candidates, is to organize, train and manage multiple teams of volunteers who can work the “ground game” for multiple party candidates simultaneously. Review the **Ground Game Wins Elections Course** in the Candidate Training Series at moveitchristian.com for more details.

During election season, the party should have a GOTV committee solely focused on organizing these efforts.

Equip volunteers with the training and materials needed for door canvassers, lit drops (bundled mailers), sign planters and phone bankers.