



2020 CEHD CANDIDATE MANUAL

This is the 2020 CEHD (now called the **Democratic Victory Campaign Committee (DVCC)**).

This manual is, of course, primarily devoted to candidates. However, it is also a very valuable resource for Town Chairs and Committees. The manual provides a lot of good information on:

- Getting to Know Your District
- Writing Your Campaign Plan
- Funding
- Media and Messaging

Please note that this manual was produced during the time of COVID so the Voter Contact and Canvassing activities are severely limited.

The DVCC will presumably be coming out with a similar 2022 Manual in early 2022.



New Hampshire

**Committee to
Elect House
Democrats**

**2020
Candidate
Manual**

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Introduction

What is the Committee to Elect House Democrats?

The Committee to Elect House Democrats (CEHD) is a political committee comprised of Democratic members of the NH House, chaired by Majority Leader Doug Ley. The mission of the CEHD is to elect Democrats to the NH House. CEHD's services are available to all Democratic incumbents and to Democratic candidates that are aligned with the Party. CEHD has four full time staffers. Rachael Thomeer and Julia Derby are Director and Deputy House Caucus Directors, respectively. Laura Keller and Spencer Meyer are Regional Campaigns Managers.

Who do I talk to? Who can help me?

CEHD

- We are here to help!
- Provide advice, answers to questions, voter information
- Our staff and organization are the only entity in the state *solely* focused electing Democrats to the NH House

Local Democratic Committee Chair

Most districts have a Town or City Chair (or multiple if you live in a multiple-town district). This is a volunteer position that can sometimes require a lot of work!. Town/ City Chairs are elected in local Democratic Committee caucuses every two years. The Town/City Chairs are the backbone of the Democratic Party and help keep Democrats active and engaged at the local level—they are the very heart of grassroots politics. It is important that you get in touch with your Town Chair if you have not already. You should attend your local Democratic town meetings. The same people who attend the local meetings are the ones who will be willing to make calls and knock on doors for you. Our most successful candidates have a strong relationship with their local committee.

County Chair and Committee

All 10 counties in New Hampshire have a County Chair that oversees New Hampshire Democratic Party activity at the county level. Some of the counties are subdivided into regions, each with a separate chair. This too is a volunteer position that requires a lot of work, time and commitment. County Chairs are elected every two years in County Committee caucuses. Please be sure to also contact your County Chair if you haven't already. County Chairs have contacts throughout the region and can be an invaluable resource for new candidates.

Your Campaign

Getting to know your District

Know Your Team - the following are some questions that each candidate should be able to answer right now:

1. *What district are you in?*
2. *What town(s) does your district represent?*
3. *Who are the incumbents in your district?*
4. *How many seats are there? If more than one, who are the other Democrats running?*
5. *What are the goals of the other Democratic candidates? Will you work together as a "Team"?*

** If you don't know the answers to some of these questions talk to Rachael Thomeer*

Who should I work with locally?

Your fellow Candidates

In multi-seat districts, CEHD *highly* encourages candidates to run as a team. Pooling your individual networks, resources, and talents towards a collective effort to elect an entire slate of candidates will save you money and time. Instead of being able to deliver your name and message to 50 voters (through phone calls), you'll be able to deliver your name and message to 50 x number of candidates in an hour.

Town and County Committee(s)

Your Town/City Chair and Town/City Committee (if active) should be involved with your campaign as much as possible. These are the folks who will do more than just vote for you. They will help you find volunteers, make phone calls, hold signs at the polls, write postcards to their friends encouraging them to support you, and hold fundraisers. If you don't have a local committee or your local committee isn't active, don't worry - you can build your own group of volunteers!

Know Your Opponents: You should know who your opponents are, but always remember that *you are not running against someone, you're running FOR something.*

Each District will have interests in different issues and you will need to work with a mentor or CEHD staff to use the House web page to look up your opponent's voting record on issues that may pertain to your race. When you review such matters, particularly, with incumbents, use the voting record to determine their attendance record. CEHD has resources which explain how to track votes.

An Overview of Analyzing Votes - When the NH Legislature votes, members do not vote on the bill, they vote on the Committee recommendations concerning the bill. It is important to understand that before looking up voting records.

For example, let's pretend there was a bill that was in favor of Truth and Kindness. The Committee recommended that the House kill the bill (or "ITL"). In this case, members who favored Truth and Kindness would vote NO, because they would not want to accept the Committee's recommendation. So, in order to accurately analyze someone's voting record, you must not only know the subject matter of the bill but you must also know the committee recommendation. Often a "No" vote could mean that the legislator actually supported the bill, just as a "Yes" vote could mean that the legislator opposed the bill.

Your Base and Constituency Groups - *Which voters do you need to turn out in order to win?*

NH House races are LOCAL. Are you a member of a local group or organization? Contact them. Does a PTO have officers you can reach out to? Does the Rotary or Elks need a speaker? Scan your local paper for events - ordinarily there will be a contact person. Call them and ask what they are doing and how you can help. Is there a large union presence in your area? If so, contact the Business Agent for the local union - they are glad to hear from us. Are there assisted care facilities in your district? Arrange to reach out to them and do not only ask them to vote for you, but to volunteer to help you spread the word about your campaign and requesting absentee ballots.

Ask friends in your community and volunteers who support your campaign to write down a list of constituency groups they are connected with in the district. If you can identify broader groups and individuals within these groups, ask them to help you garner support from these constituency groups.

Writing your Campaign Plan

CEHD has a sample campaign timeline, included in your training packet. You should take a calendar and plan out from today through Election Day. If you are going on vacation make sure you have planned around it so you don't lose valuable time. Plan how many hours per week you want to spend doing voter contact. In your plan, you should include events, voter contact, fundraising, and deadlines.

Things to think about when writing your plan and budget:

How many hours each week will I be able to dedicate to campaigning? When will I need to buy signs and palm cards? How many pieces of mail do I plan on sending? How much will my signs and palm cards cost? How many hours will I spend making phone calls per week? How do I plan to do outreach to groups of people in my district who may be voting absentee? Each of these questions should be answered with a goal in mind.

Example Budget:

Your budget will depend drastically on the size and of your district

Signs	
100 Lawn Signs	\$375.00
100 Wickets	\$125.00
Palm Cards	
1,000 Professional Palm Cards	\$400.00
Mail (example: 1,000 households)	
Introduction Piece (Professional)	\$650.00
GOTV Piece (Professional)	\$300.00
Issue Focused Piece (In-House)	\$650.00
Fundraising	
1 st Fundraising Letter	\$150.00
Advertising	
GOTV Facebook Ads	\$200.00
Projected Expenses	\$2,850.00

Materials - How Much Will It Take To Win?

All printed materials legally need to include a disclaimer ("Paid for by...") with the name you registered under with the Secretary of State's Campaign Finance System, your Fiscal Agent's Name, title, and address. Your disclaimer can be small (8-10 point font) as long as it's legible.

Sample Disclaimer:

Paid for by Joan Smith. Jim Barns, Fiscal Agent. 123 Main St, Town.

Disclaimer Template: (fill in the italicized text with your information)

Paid for by *Candidate* . *Fiscal Agent Name* , Fiscal Agent. *Fiscal Agent's Address* .

A few other notes on disclaimers:

- If it is not professionally produced then you must also include: "Printed in-House with Volunteer Labor."
- ***NOTE** - if your local Town Committee is doing a mailer for you, it should say: "Paid for by the (Name of Town) Democratic Committee."
- **If you're confused about your disclaimer ask us!**

Signs. Yard signs are a typical element of campaigns. While strategically placed signs can help boost local name recognition, yard signs alone are not an effective campaign strategy. As a general rule, 100 signs will be sufficient. The cost will be roughly \$500 for 100 union made signs with wickets. Your signs need to say your name and office that you're running for--don't include more than this as they should be easily readable from a moving car.

Where to put them: ask homeowners or businesses who currently have Democratic signs up, look for houses on major streets and high-traffic areas near intersections where people will idle. Always remember to check with your town for local laws regarding political signs, and share possible sign locations with your team members. Yard signs serve as a form of local endorsement; this is why it is best to put them on a supporters lawn.

Where NOT to put them: it is illegal to put signs on public property, and illegal to put them on private land without permission of the owner.

When to put them up: It is a good idea to start putting up signs near the end of July or early August. All General Election signs must be removed by November 16th. Most candidates take their signs down within a few days of the election-- this is a good idea as

Literature. Keep it simple! Your literature should include your picture, the office you are running for, three of your main issues/priorities and contact information with plenty of room for a brief biography on the reverse side.

Hats, buttons, magnets, T-shirts, etc. Many people ask what the campaign rule is about ordering chum - loud and clear the rule is NO!

You SHOULD NOT invest in anything that does not directly communicate with voters!

*Voter contact is the **organized, repeated, personal** delivery of your campaign message by volunteers to targeted voters for the purpose of persuading them to vote for your candidate. Voter contact is, and always will be, the heart of a campaign.*

Fundraising

Raising Money to support your Campaign Plan

Creating a Fundraising Plan and Calendar

There are three steps to fundraising success: hard work, organization and planning. You've made it through figuring out your budget - congratulations! Your reward? Figuring out just how you will meet that goal! As with any aspect of a campaign there is a basic formula for how to accomplish your goal but it will require some ingenuity. You should dive into this process by developing a fundraising plan and calendar.

The first thing you should do is write down a list of every friend, family member, acquaintance, coworker, etc who may donate to your campaign. Write down both their name and the amount you will ask them for. Now compare this to your budget— think about where the remaining funds will come from. What parts of your budget will you cut if you don't raise the funds to pay for them?

Reminders before you set out to write your plan:

- Fundraising events can only be effective if you are able to keep your costs low (ideally \$0)
- Donors are much more likely to make a contribution to the candidate and not a volunteer caller
- Keep track of your donors - how much they give and how often. Much like a tracking sheet for supporters, you'll want to make sure that you've got this for donors so you know when to ask and how much to ask for, and also for reporting reasons. **NOTE:** your supporter list and donor list should be cross-referenced often. If you have public supporters but they haven't donated ask them to donate as well.
- Set aggressive deadlines for your fundraising. Stick to them, and let your donors know your deadline is approaching and you need \$X to reach your goal.

ActBlue:

ActBlue is a Democratic fundraising tool based out of Somerville, MA. They have developed software to make collecting online contributions a breeze. To set up an account go online to Actblue.com. There are numerous benefits to having an ActBlue account. First, setting up an account on ActBlue is free and relatively easy. Second, you will immediately have a link you can send out to start collecting donations through social media or fundraising emails. Finally, ActBlue will collect all the information necessary for your August financial filing and can be downloaded into an excel file. Nearly every Democratic candidate, from the top of the ticket down, uses ActBlue. ActBlue takes a small (~3%) transaction fee on credit cards just like every other service that processes credit card transactions.

Who do I ask to contribute?

Ask friends and family first because they love you and want you to be successful.

Here's what to do:

1. Make a list of your friends, neighbors, family members
2. Decide how you want to do it - do you want to just call them, or would you like to send them a letter first explaining why you have decided to run and asking for their support, followed up with a phone call? Often a letter followed up with a call will result in better results but you might not have time for both. The follow-up phone calls should be made 2-3 days after they have received the letter.
3. Make a specific ask amount - many people start off with \$25 or \$50. It should be an amount you're comfortable asking for but don't short-change yourself either.
4. Make the ask and then let there be an awkward silence. Do what you have to do to force them to give you an answer. If you continue to talk after you make the ask, you only start creating excuses for them to NOT financially support your campaign, you're giving them an excuse without even realizing it.

Take another look at your constituency list, figure out if there are organizations (unions, PACs, campaigns) or individuals that you can ask to donate. Are there member lists to organizations you belong to that you are allowed to use to solicit for donations? Check before doing this.

State Rules/Procedure

After you filed for your candidacy you should have received a packet from the Secretary of State's (SOS) office with fundraising rules and procedures. Below is a summary.

- **Bank Account** - it is not required to open a separate bank account for your campaign, but you may find it easier to have one. If you use your personal bank account, be sure to keep track carefully of what goes in and what comes out.
- **Filing Financial Reports with the SOS** - it is not required to file a spending report with the SOS if you spend less than \$500 in the primary and less than \$500 in the general election. However, you can still file if you wish as a matter of good practice.
 - If you spend more than \$500 in the **primary election** (even if you do not have an opponent) you must file the appropriate form with the SOS by **August 19th, September 2nd, and September 16th**.
 - If you spend more than \$500 in the **general election** you must file the appropriate paperwork with the SOS by **October 14th, October 28th and November 12th**.
- **You CANNOT spend campaign money on personal expenses.** Your reports are public. When in doubt, ask us.
 - As of October, 2019 (thanks to our Democratic majority), candidates can use campaign funds for childcare.
- *Look for the guide to filing financial reports in your training packet. Email us if you need a new copy.*

Frequently Asked Questions:

1. **Do I really have to make a copy of every check I get?**

YES! You will need these when you fill out your financial reports.

2. What donors do I have to list and what do I list?

Everyone who donates \$25 or more needs to be reported. You need to list the name, address, and occupation of every reported donor.

3. When do I start prepping for the financial report?

You or your Fiscal Agent should keep up-to-date records of your finances. It is important to keep your records current so you have a constant grasp of what's in the bank, and it will take minimal effort on your or your Fiscal Agent's part to file your report.

Campaign Spending Limits

If you agreed to honor the campaign spending limits, you cannot spend more than 50 cents per registered voter in your district for the primary and the same for the general election. You either accepted or declined this during the filing period.

Who Can Give You Money and How Much - you can accept up to \$1,000 from any American citizen, NH registered PAC (political action committee), or American business (INCLUDING corporations) for the primary election and another \$1,000 for the general election. You are allowed to accept a single \$2,000 check, but you must save \$1,000 for the general election.

Tips for Making “the Ask”

- Have a specific amount in mind for the person, and ask for that much
- Tell the person what you need the money for: “I need to buy yard signs, which will cost \$500. Can you contribute \$50 toward those?”
- Ask, and then stop talking
- Remember that the people you are asking to contribute *want* to help you succeed— you are not asking them for a favor, you are giving them the opportunity to be part of something they care about

Timely Thank You Notes

One of the most important things to know about fundraising is to always remember to say thank you - and to say it as soon as you can. These are donors you're going to want to ask from again before your campaign is over - stay on their good graces and leave positive lasting impression.

Sample:

Dear _____,

Thank you for your contribution of <amount> to my campaign. It really means a lot to me to have your support.

Throughout the course of this campaign it will be the help of <organizations/supporters> like <yours/you> that will make it possible for me to share my message of responsible leadership with the voters of Legislative District 24. I appreciate your generosity, and I look forward to working with you in 2014 and beyond.

Thank you again for your support.

Sincerely, [Candidate Name]

Voter Contact and Implementing Your Campaign Plan

*Voter contact is the **organized, repeated, personal** delivery of your campaign message by volunteers to targeted voters for the purpose of persuading them to vote for your candidate. Voter contact is, and always will be, the heart of a campaign.*

“3 Touch Rule”

Studies have shown that voters need at least three separate touches to remember your candidacy. This can take many different forms (1 door knock, 1 phone call, 1 mail piece / 2 phone calls, 1 door knock / etc.). The geography of your district and your budget will play a significant role in how you plan to contact potential voters. However, you should always plan on trying to reach voters three separate times.

Data shows that a candidate conversation with a voter can increase support up to 42%. You are your best messenger!

Door-to-Door (Canvassing)

*While the most time-consuming activity in campaigning, door-to-door is the most effective. People will remember conversations with you. Some people find door-to-door daunting at first but remember: **you’re simply having a conversation with your neighbors** to see what their cares and concerns are. Believe it or not, meeting people face-to-face and listening to them can be energizing.*

Due to COVID-19 door to door canvassing is on hold for the summer of 2020. We will reassess in the fall if person to person contact is safer. Plan to only make phone calls for now and look out for updated guidance as things change.

Phones

While going door to door is the best form of voter contact, it is not currently safe due to Covid-19. Contacting voters through the phone is the next best way to safely engage with voters and get them to vote for you.

*Some people find phone calls or door-to-door daunting at first but remember: **you’re simply having a conversation with your neighbors** to see what their cares and concerns are. Believe it or not, speaking with and listening to voters in your district can be energizing!*

Every Democratic candidate will be provided with a phone list. These lists are *JUST FOR YOU (the candidate)*. Send volunteers to the coordinated campaign, where they can also call voters or take part in relational organizing in your district.

Door/Phone Reminders:

- **Stick to your list.** The people on your lists are there for a reason— they are the best voters for you to spend time on for your district. Your time during the campaign is your most valuable resource - don't waste it talking to people who will never vote for a Democrat or won't vote at all.
- **Exercise the 75/25 Rule** - a good conversation involves the voter talking 75% of the time and you speaking 25% of the time.
- **Ask for their support!** It is possible to have a good conversation, but leave without having any idea of whether the voter will be supporting you. Before you hang up always ask "Can I count on your vote this year?"
- **Take notes** as you talk to voters and make sure to keep track of who is supportive or undecided. If someone has a question or wants more information, be sure to take down their contact info and get back to them.
- **Alternatives for rural communities** - visit transfer stations and other public places where it is safe to greet and interact with voters at a distance. If possible, get friends and family to join you in holding your signs and handing out literature. Once in person gatherings resume, attend local Democratic meetings and community events.
- **For door knocking: Don't put literature in mailboxes, it is a Federal offense!**

Direct Mail

- **Realities of mail** - Extensive studies show that you have less than 10 seconds to capture the attention of a voter when they're sifting through their mail. Keep the message very simple, include a picture and use bright, inviting colors if possible. Limit your issues to three main areas.
- **Focus your mail on your targets.** Your mail universe should largely mirror the universe of people you are talking to on the doors and phones. Again, it does not make sense to spend resources on those we know will not vote for a Democrat, no matter what.
- **Carefully plan mailings** - It is important to budget for mailings ahead of time and plan when you would like to send them, since it takes time to get things drafted, printed, and into mailboxes. The weeks leading up to the election are best, when people are paying attention.

Types of Mail:

- Professional: Run through a mail firm or print shop.
 - Pros:
 - You get what you pay for. Professional mail is designed by professionals
 - The firm will handle all of process of merging your list of voters and getting them mailed out
 - Cons:
 - Expensive: can be between 60 and 80 cents per piece, depending on quantity

- In House: Printed on cardstock, designed by volunteers/staff
 - Pros:
 - Inexpensive.
 - Cons:
 - Time and energy intensive to design, print, cut, and mail
 - More basic design and look

- Personal Postcards: hand-written and sent by volunteers
 - Pros:
 - Personally written and different from most mail voters are receiving
 - Great opportunity to get local volunteers involved and engage their personal networks
 - Low cost – postcard stamps are 25 cents each
 - Cons:
 - Time intensive

Community Events

- **Due to COVID-19, community events aren't happening as usual. However, things are still happening! Look out for local virtual events that you can attend. Check social media and subscribe to community email lists.**
- **Obtain community' calendars** from Town Clerks, Chamber of Commerce, local newspaper or local postings. Attend as many of these events as you can.
- **Share and compare the list with your running mates.**

Letters to the Editor

Studies continue to show that the Letters to the Editor (LTE) section is of the most frequently read section of a newspaper. A strong campaign will take advantage of the role of a newspaper as the functional, modern day equivalent of the town square by organizing submissions by your supporters to LTE.

A good strategy will involve forming up letters in advance and asking people to submit them. Others will want to work on their own letters, and still others will promise to write and submit, but will not do so. A goal of a certain number of letters to the editor should be part of your plan.

It can also be good for a candidate - especially in rural areas - to write an LTE asking for voter's support. The key is to submit it so that it will print in the Sunday edition before Election Day.

Quickly and easily submit your LTE to the papers in your area here: www.nhdp.org/write-a-letter

Online Presence

- **Facebook** This is helpful to let friends, family members, and co-workers know you are running and also giving voters and potential supporters a way to find information about your campaign
- **Twitter** Helpful to showcase your voter contact and connect with party activists and reporters -- not essential
- **Website:** This is a race for the House of Representatives in New Hampshire, not for a seat in Congress, so you do not need a website to run a successful campaign. Once again, the emphasis is on **direct voter contact**. If you can find a quick and quality website for cheap that's fine, especially since more campaigning will be done virtually this year, but a website should not be your top priority. Facebook is a better place to start with digital outreach.

Community Access TV and Radio

While not a top-level priority on most State Representative campaigns in NH, reaching out to your Community Access TV station can be helpful. Most stations host programs that welcome candidates as guest - this can be a scary and potentially (politically) dangerous situation. A better option is if they will simply let you tape a short (3 min.) message directed at voters and play it.

Media and Message

Developing your Message

Keep it simple!

People are going to be bombarded with information regarding candidates. Keep your message positive and brief and repeat it at every chance you get.

Example: Rep. Thomeer's campaign is based on three points:

Education for learners at all ages.

Expanding opportunity for all

Ending the opioid crisis

Why are you running?

Again, keep the message simple. Take a look back at what you wrote at the beginning of this workshop. What did you say? *That is your message.*

Example: Rep. Derby's answer and message:

I am dedicated to service. I believe that my service will bring fresh perspectives to Concord. I believe that service and dedication will preserve our State for our children and future generations.

ONE THING TO STAY AWAY FROM is platitudes. Avoid making statements such as, "I wanted to give back to my community" (what did you take that wasn't yours?)

Don't run against someone, run FOR something

Too often elections are looked at as X against Y. You are running FOR the office of State Representative to provide service to the town and communities you call home.

Your positive message needs to be conveyed in no more than three items. It can be refined further into a slogan. Make sure if you have a slogan that it means something to your constituency and that it doesn't sound too cheesy. Something that might seem funny to you or your friends might not be appropriate for a campaign slogan.

Example:

Vote for Joe Smith He Teaches 6th Grade - He Can Handle the Legislature!

Funny? Yes. Sending the right message to the voters? No. While it's good to have a sense of humor you want people to take your campaign and the position you're running for seriously.

Getting to know your local Press

What are the press cycles - Newspapers and circulars have deadlines. Call, introduce yourself to understand how you can fit your message into their news cycle.

Approach reporters first - call and introduce yourself to local reporters and let them

know the best way and time to reach you. *When talking to the press, do not be afraid to say that you need to get back to them when you are not sure how to answer. If you're not sure what to say, ask a member of CEHD or CEHD staff to help.*

Free vs. Paid

Newsprint Ads - paid and often pricey

Facebook Ads - paid and inexpensive

LTE's - free!

Public Access TV- free!

Other Advertisements - paid and pricey

Visibility- free! and a good volunteer activity

Traps and Pitfalls

- **Don't respond to something you're not comfortable answering.** Tell the reporter you're going to have to get back to them - or steer them in a different direction. If a reporter is trying to get you to comment on what other campaigns are doing, **don't**. Let them know you make it a point to not discuss the candidates on the other side of the ticket—just stick to your message.
- **Be brief and stick to your message - period.**
- **Be colorful, active, complete and positive:** It sounds like a lot but what it really means is just be you.
- **Repeat. Repeat. Repeat . . . Repeat.**
- **Buy time:** Think about the first four rules while formulating your answers. Don't rush in

Surveys

Several organizations will be sending you surveys. Please note that you are not required to fill out any of them. Additionally, you are not required to fill out the entire survey if you choose to leave questions blank. As always, if you have questions contact a member of CEHD or Rachael with questions. Most of the survey's you get end up not doing much for you - most organizations don't donate to State Representative candidates. While endorsements can be important; make sure the organization looking to endorse you won't alienate too many of your voters.

One useful survey that can lead to an important endorsement is that of your local newspaper editorial boards. They will endorse candidates and will likely have a sizeable local audience. You should also make an attempt to meet with the Selectmen/Alderman in your district after the Primary Election is over. Sometimes they will also endorse State Rep candidates.

A good rule of thumb is avoid any survey that isn't from a union or a well-known group such as Planned Parenthood, Let America Vote, Everytown for Gun Safety, etc.

Evaluation of your Campaign

Were goals met, strategy followed, people thanked?

The Campaign Coordinator and Candidate should call a meeting of the core group of volunteers a week after the campaign is over. In order to have a thorough accounting of what happened during the previous months, it is important to evaluate the campaign. Some areas you may decide to assess:

1. Were the goals of the campaign met?
2. How did this campaign move our issues forward?
3. How did this campaign move the Democratic Party forward, locally?
4. How did we spend our resources - time, money and volunteers? Was this strategy effective?
5. Did we stick to our campaign plan? If so, was this wise? If not, what were the consequences?
6. Are all the thank you letters out to contributors and volunteers?
7. Are all our bills paid?
8. Are we ready to finalize our campaign disclosure forms?
9. Did our decision-making process work?
10. Analyze the vote:
 - a. Where did we get our votes? Where did we get less support?
 - b. Does this match where we focused our resources?
 - c. Compare the voter turnout percentage of the election with the percentage of your targeted voters.
11. Did this campaign cultivate any new leadership? Train any new activists? Get any new people involved with the local Democratic organization?
12. What do we do with the momentum we generated?
13. What is next for our issues? For the activists involved?
14. Sometimes during a campaign there are moments of frustration or miscommunication. Make sure that these issues get processed through so there are only lingering positive feelings from the campaign. Some work around these types of issues is best done one-on-one, others, that are more structural, might be best talked about within the group.

While CEHD doesn't need to know the results of this self-evaluation, it would be helpful if you could share your thoughts with us on items #1-5, 11-13.

Resources & Tips

Committee to Elect House Democrats
105 North State Street, Concord, NH 03301
<https://www.nhhousedems.org/>
Contacts:

Rachael Thomeer (House Caucus Director)
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Julia Derby (Deputy House Caucus Director)
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Laura Keller (Regional Campaign Manager)
lkeller@nhdp.org

Spencer Meyer (Regional Campaign Manager)
smeyer@nhdp.org

NH House Democrats Website – www.nhhousedems.org

NH General Court Website - www.gencourt.state.nh.us

Secretary of State Website - www.sos.nh.gov

Twitter: @nhhousedems

Facebook: New Hampshire Committee to Elect House Democrats

Tips

(in no particular order)

- Get plenty of sleep.
- Don't let "thank yous" wait until the campaign is over.
- Make sure you know where the other candidates will be on election night and how to contact them.
- Since we all know by now that the most important work for the candidate is to directly contact voters, try to organize the campaign so the candidate's time is focused there.
- Have a master calendar that lists everything - filing dates, events, election timeline.
- Always leave a note if someone is not home (for door knocking).
- Always have a sign-in sheet at an event.
- Never be afraid to ask for help.
- Send out a sample ballot with you and the rest of the Democrats marked off the week before the election.

Committee to Elect House Democrats

Leadership

Majority Leader Doug Ley (Jaffrey)

Speaker. Steve Shurtleff (Concord)

Rep. Mary Jane Wallner (Concord)

Members

Rep. Ed Butler (Hart's Location), Rep. Lucy Weber (Walpole), Hon. Sue Ford (Easton)
 Rep. Suzanne Smith (Hebron), Rep. Sue Almy (Lebanon), Rep. Sharon Nordgren (Hanover)
 Rep. Mary Heath (Manchester), Rep. David Cote (Nashua), Rep. Marjorie Porter (Hillsborough)
 Rep. Jeff Goley (Manchester), Rep. Dianne Schuett (Pembroke), Rep. Patty Lovejoy (Stratham),
 Rep. Sue Gottling (Sunapee), Rep. Bill Hatch (Gorham), Rep. Mel Myler (Hopkinton), Rep. Jim
 MacKay (Concord), Rep. David Doherty (Pembroke), Rep. Dave Luneau (Hopkinton), Rep. Becky
 McBeath (Portsmouth), Rep. George Sykes (Lebanon), Rep. Doug Ley (Jaffrey)

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NHDP TOWN CHAIRS

For a complete list visit the NHDP website:

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Still have questions? Need a step by step guide to another aspect of the campaign?

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