

From: Thomas Furlong
Date: March 3, 2024 at 9:50:23 AM CST
Subject: Re: Recruitment Committee Meeting

Just a few of my thoughts and main things on a successful campaign.
Check to see which Supervisor districts are open this year. I think Jeff Sorenson and Scott Saurer but the district boundaries are on the Auditor website and you must live in the district.

Name recognition is vitally important and if individuals have been active in the community a big plus. City council, school board, church activities, volunteer committees, teacher, etc.

Why are you running. Have a good succinct answer.

Issues- May be a hot button issue but get it down to 3 main issues

Forming a campaign committee: Betty McMahon and Marlyn Shepers were my mentors and taught me a lot that I still remember.

5 to 10 people being very selective on who you want on your committee and I selected on what each brought to the Committee.

Betty and Marlyn had helped a number of candidates in the past and some of their advise

Name recognition is top of the list

Almost all publicity is good publicity

300 yard sign is plenty and name as big as possible and the office you are running for. I likes John Keig's signs that were red on white with his name at an angle so they stood out. Before red ment R

25 to 50 highway signs. Painted original but 4x4 printed on fiberboard are cheaper and better. Betty knew who would let Dems put them up

Parades great for name recognition, have your own vehicle with name everywhere. Didn't do shirts, carried signs. Big banner

Passed out helium balloons with name and office to the kids at the fair. Tried on parades but didn't work so well.

Campaign manager should not be the candidate and someone that makes sure everything is done timely. Bob Sunderbruch was the first time I ran, then Becky.

Treasure needs to be someone that is exacting on numbers and understand that you can't screw this up and get sited in the newspaper. Anita Kemp (Zanhizer) was my first Treasurer. She had run her husband's campaign for city council and really helped with the ads.

Don Paulson was on all of my campaigns and no one better to help put up signs, door knock, walk and parades and anything you wanted help with.

Many others helped over the years: Sandy Stanley, Lori from West Liberty, Van Hoozers, etc.

Everyone needs to get along, understand their role and work with a common goal.

You should have a goal or purpose for everything campaign activity you take part in.

Met once a month at our house from April until August and then twice a month in September and October.

This is just a few of the things that I've thought of with a few typos I'm sure but will hopefully make the next meeting.

Tom