POLITICAL CAMPAIGN LETTER TEMPLATES

FOR POLITICAL CANDIDATES AND ORGANIZATIONS

An Online Candidate Guide

Political Campaign Letter Templates

For Political Candidates and Organizations

An Online Candidate® Guide

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Online Candidate® Letter Templates

Thank you for purchasing Online Candidate® Letter Templates. These templates are designed for easy editing and integration in your campaign correspondence. Modify, reword and expand the sample copy to suit your needs.

To get started, simply copy and paste the text into your word processor file that contains your campaign letterhead.

Please note that these templates are licensed for a single user (campaign) only.

We welcome feedback on our products. Let us know what you think about this package and what we can do to improve it. Email us at contact@onlinecandidate.com

Your campaign is unique - as should your messaging. Use these templates to inspire your writing and help make your correspondence as effective as possible. Add, edit, reorder and piece together these samples as you see fit.

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Donation Thank You Note - Event Related

[Date]

[Address of Donor]

Dear [Name],

Thank you! Your contribution to my campaign has made it possible to begin purchasing [note specific goal if part of a fundraiser or a general goal, such as commercial advertising for the campaign season]. [Now that the primary is over,] [T]he race is heating up and we have an even greater amount of work to do [before the general election].

I know how hard people work for their money, and your support and financial help are greatly appreciated.

You have given my campaign a great boost.

Sincerely,

[Candidate Name]

PS: Don't forget to keep up with our campaign through our website at [www.website.com].

Donation Thank You Note - General

[Date]

[Address of Donor]

Dear [Name]:

On behalf of [name of campaign organization] I would like to thank you for your generous donation of [amount donated]. Your commitment to helping [name of campaign organization] is sincerely appreciated.

With the help from supporters like you we will win this election!

[Thanks again for your generous support.] or [You have given my campaign a great boost.]

Sincerely,

[Signature]

PS: Don't forget to keep up with our campaign through our website at

[www.website.com].

Endorsement Letter - For Newspaper Publication

Newspapers like short, to-the-point letters to the editor. Sentences and paragraphs should be complete, well written, and varied. Writers should expand and change as they see fit. 'Cookie cutter' endorsements do not carry the same weight as those that are well crafted and unique.

#1 Issue Endorsement

Regarding the recent [news story, editorial or column] about [subject], I feel the [candidate name's] position on [describe issue] is the most [adjective]. In contrast to his opponent, [candidate] ideas are best for [location] and will [list benefit of candidate's position]. It will also [list another benefit of candidate's position]

The concluding lines are interchangeable

For this reason, I [adjective such as 'thoroughly'] support [Candidate] for [location and

position].

For this reason, I am voting for [candidate] for [location and position].

Because of [Candidate's] support for [issue], I am supporting [him/her] for [location and position].

[Candidate name] is clearly the [best/better/only] choice for [location and position].

#2 Issue Endorsement

[Issue at hand] is causing [describe problem related to issue]. This is also [further describe problem related to issue].

[Candidate] is clearly the best choice for dealing with [issue]. [His/Her] plan to [how candidate will deal with problem] is exactly what [location] needs in a [position].

The concluding lines are interchangeable

For this reason, I [adjective such as thoroughly/wholeheartedly] support [candidate]

for [location and position].

For this reason, I am voting for [Candidate] for [location and position].

Because of [Candidate's] support for [issue], I am supporting [him/her] for [location and position].

[Candidate] is clearly the [best/better/only] choice for [location and position].

#3 Issue Endorsement

[Candidate] is the best choice for dealing with [issue at hand]. [His/Her] plan to [how candidate will deal with problem] stands in stark difference to [opponent's] plan to [opponent's position].

[Candidate's] plan for dealing with [issue] is what will make [location] a better place to [work and live].

The concluding lines are interchangeable

For this reason, I [adjective such as thoroughly/wholeheartedly] support [candidate] for [location and position].

For this reason, I am voting for [Candidate] for [location and position].

Because of [Candidate's] support for [issue], I am supporting [him/her] for [location and position].

[Candidate] is clearly the [best/better/only] choice for [location and position].

#4 Personal Endorsement

I have known [Candidate] for [number] years [as a friend/through association or professionally]. [Candidate first name] has always been [describe positive characteristics]. [Add additional information about candidate here. The more detailed, the better.]

The concluding lines are interchangeable

I [adjective such as thoroughly/wholeheartedly] support [Candidate] for [location and position].

I am voting for [Candidate] for [location and position].

Because of [Candidate's] [accomplishments and abilities], I am supporting [him/her] for [location and position].

[Candidate] is clearly the [best/better/only] choice for [location and position].

I am proud to support [Candidate] for [location and position].

#5 Personal Endorsement

[Candidate] has been my [friend/associate/business partner/etc.] for [number] years.

[Candidate first name] is [describe positive characteristics]. [He/She] is [add additional information about candidate here. The more detailed, the better.]

The concluding lines are interchangeable

I [adjective such as thoroughly/wholeheartedly] support [candidate] for [location and position].

I am voting for [Candidate] for [location and position].

Because of [Candidate's] [accomplishments and abilities], I am supporting [him/her] for [location and position].

[Candidate] is clearly the [best/better/only] choice for [location and position].

I am proud to support [Candidate] for [location and position].

Endorsement Request

[Date]

[Address]

Dear [Name],

My name is [Candidate] running as the [party] endorsed candidate for [position]. [Remind reader of your relationship to the endorser or endorser's organization, if necessary.] I am asking for the [endorser's] endorsement.

[Explain why you feel that the endorsement is necessary or why you merit receiving the endorsement. Expand on your relationship with the endorser and why your campaign positions are in line with theirs.]

[Include guidelines for the format, length, or content of the endorsement letter. Also indicate anything else that the reader needs to do to provide the endorsement, such as filling out attached forms, etc.]

[I have included a pre-addressed, stamped envelope for your convenience.]

[I will give you follow-up call [early next week] to answer any questions you may have.]

Thank you for considering an endorsement for my campaign.

Sincerely,

[Sender's Name]

Support and Endorsement Request to PAC

[Date]

[Address]

Dear [PAC Recipient],

Having been involved in the community [for 24 years], I have long worked for positive [goals related to PAC] in the community. I now feel that the time has come for me to seek elected office.

I want to bring fresh ideas and positive solutions to [government body] by running for [elected position sought].

I have always been very concerned about [the issue] we are faced with. I believe there are workable solutions available that will [help solve the problem or otherwise address the issue].

[Keep the issue(s) to only those that the PAC represents. Remind them that their purpose is closely aligned with your campaign platform. Maybe bullet-point the issues if there are several of them.]

To succeed in this effort, I need to mount an aggressive campaign. My opponent is [describe opponent and major conflicting position].

This campaign will also require a strong and organized [campaign/grassroots organization]. I have [describe efforts such as fundraising, advertising, petitions, etc].

The overall response [has been positive].

However, I cannot do this alone. That's why I am inviting organizations such as [PAC name] to join with me by endorsing and contributing to our campaign.

An early contribution of [amount], made payable to [your organization name], will help raise the initial funds needed to launch the campaign and [get our message out to the public].

Thank you in advance for your encouragement and support. I look forward to hearing from you.

Sincerely,

[Sender's Name]

Fundraising Appeal to Close Family and Friends

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

After serious consideration, I've just made a very important decision. I want you to be one of the first to know about it.

As you know, I have always been very concerned about [issues]. Because I believe serious action is needed to address [specific issue] and [secondary issue], I have decided to [run/seek elected office] for [position] in [location].

As you can imagine, this was not an easy decision. Campaigns are grueling. They require hard work and sacrifice. However, if you agree with me that we need [serious] change in [location], then I humbly request your support in making that change a reality.

This campaign will require the purchase of brochures, flyers, yard signs and [local or specific type] advertising. This will cost around [$amount]. I cannot afford such large expenses myself, so I'm turning to the people who know me best, and inviting them to join in my campaign.

Your willingness to support this endeavor with an early contribution of $25, $50 or even $100 will be greatly appreciated. Your contribution will help me raise the initial funds needed to launch this campaign.

An envelope and reply card is enclosed. I hope that you'll decide to become involved and help make a difference. We must begin ordering [name specific supplies] by [date].

Together we can win and help make [location] a better place to live.

Thanks in advance for your encouragement and support, and I look forward to hearing from you.

Warmest regards,

[Candidate name]

Fundraising Appeal to Friends and Acquaintances

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

Having been involved in [name civic activities] since [time period], I have long worked for positive change in [location]. [My family and] I now feel that the time has come for me to seek elected office. I want to bring [fresh ideas and positive solutions or other attribute] to the [appropriate government body] by running for [position].

As you know, I have always been very concerned about [issue]. I believe there are workable solutions available that will enhance [qualities related to primary issue]. I would like to see [result of issue success]. [Add additional results you would like to see on this issue.]

Another important issue is [secondary issue]. We are [what is currently being done that is wrong]. [Include an additional sentence or two to describe issue]. We need to find ways to [describe result of solving secondary issue].

To succeed in this effort, I need to mount an aggressive campaign. My opponent is [describe opponent without naming him or her. Provide background of how long in office, if unopposed in previous elections, etc.] It's for these reasons that I have decided offer the voters of [location] a real choice [in this election].

This campaign will also require a strong and organized grassroots organization. [Describe work that you are already doing to prepare for the campaign.] With brochures, flyers, yard signs, [local or specific type] advertising to place, and

[location areas] to canvass, I cannot do this alone. That is why I'm inviting people that know me well to join my campaign and help make a real difference.

An early contribution of $25, $50, $100, $250, $500 or [maximum amount], made payable to “[Organization Name]”, will help raise the initial funds needed to launch the campaign [and get our message out to the public].

We hope to raise [$ amount] by [date]. I ask for your support in meeting this goal.

An envelope and reply card is enclosed. I hope that you’ll help me to bring better government to the people of [location].

Thanks in advance for your encouragement and support. I look forward to hearing from you.

Sincerely,

[Candidate Name]

[PS: You can make an online donation right now! We now have a website at

[www.websitename.com] where you can find out more about our campaign and how you can get involved.]

Fundraising Appeal to Campaign Supporters

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

I'm writing to say thank you. Your work and support has helped put our message to the voters [of Location]. [Mention positive result of campaign so far, such as increased awareness, rising poll numbers, greater number of signs, etc.]

During this campaign, it's become clear that the people of [location] want a [legislative position] who will [describe campaign platform elements]. [Add additional campaign platform elements that people are looking for].

But the race isn't over yet. Without more money to keep our message in front of the voters, we will lose everything we've gained so far!

Once again, your support is crucial to our success. We need to raise [$ amount] in the next [number] weeks in order to [send a final mailer/increase advertising, etc.].

I've enclosed an envelope that I hope you will use to help keep our message before the public.

I appreciate your continued support.

Your friend,

[Sender's name]

P.S. We only have [number] weeks, so please send your contribution right away. Thank you!

[PPS: You can make an online donation right now at www.website.com.]

Fundraising Appeal - After Primary

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

We did it! Without your help, we couldn't have won the primary. When the votes were all counted on [election day], we had [percentage] of the vote and had carried [number] out of [number] precincts.

I'm writing to say thank you. You helped put our message to the voters of [Location]. Best of all, it worked!

Now we face our toughest challenge: [opponent name].

I'll tell you now that it's going to be a tough battle - but one we can win.

Our message is the reason for our success. During this campaign, it's become clear to me that the people of [location] want a [legislative position] who will [describe campaign platform elements]. [Add additional campaign platform elements that people are looking for].

Despite our victory, I still need your help. We spent every dollar we had on the primary, and without more money to keep our message in front of the voters, we will lose everything we've gained so far!

Once again, your support is crucial to our success. We need to raise [$ amount] in the next [number] weeks.

I've enclosed an envelope that I hope you will use to help keep our message before the public.

Thanks in advance for your continued support.

Your friend,

[Sender's name]

P.S. We only have [number] weeks, so please send your contribution right away. Thank you!

[PPS: You can make an online donation right now at www.website.com.]

Fundraising Appeal - Acknowledging Tough Times

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

I'm writing to say thank you. Your work and support has helped put our message to the voters [of Location]. [Mention positive result of campaign so far, such as increased awareness, rising poll numbers, greater number of signs, etc.]

I understand that money is tight these days. I've run this campaign as lean as possible, with every dollar spent as if it were my own. Unfortunately, without more money to keep our message in front of the voters, we will lose everything we've gained so far.

Your contribution of $25, $50 or even $100 will help us reach more voters through [the mail / other media]. A contribution of $15 or $25 will help to purchase additional yard signs for the district. I hope you can help.

Thank you for taking the time to read this. I leave you with my commitment that every dollar contributed will be spent with a single goal - to win this election.

I appreciate your continued support.

Your friend,

[Sender's name]

[P.S. I've enclosed an envelope that I hope you will use to help keep our message before the public. You can make an online donation right now at www.website.com.]

[P.P.S. We only have [number] weeks before the election, so please send your contribution right away. Thank you!

Fundraising Appeal - On Behalf of Candidate

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [Name],

[This year] can be a great year for [party name] Legislative races. [Describe local political conditions that favor your party and will increase voter turnout.]

As you know, I am committed to increasing the number of elected officials from the [location] [party name] party. One promising race involves [party name] [Candidate's name] of [location], who is running for [position].

[Candidate's first name] is an impressive, hardworking candidate who [describe a bit about campaign.] [Add another sentence or two about the candidate's background and specific achievements.]

His opponent is [describe opponent and possible vulnerabilities]. Please consider helping [Candidate's first name] in his bid for [position]. [An envelope and reply card is enclosed.] Please send [him/her] a check today for $100, $75 or $50. Even $25 would help with [his/her] campaign expenses. Brochures yard signs, and media exposure all cost money.

With your help, we can bring about a [party name] victory this fall.

I would not ask for your support if I didn't believe that [Candidate's first name] was [a/an] [terrific/outstanding] candidate that could win this race.

Thank you in advance for your support.

Sincerely,

[Sender's Name]

P.S. Please send your [check/contribution/ by [date] so that [candidate's first name] can [reserve advertising or other specific goal] for his campaign. [You can make an online donation right now at www.website.com.]

Fundraising Appeal - Follow-up

Don't be afraid to ask your contributors for a 2nd or even a 3rd contribution during the campaign.

[Date]

[Address]

Dear [Name],

Thanks to you, we've done amazing work! In this race for [elected position] we've been able to make it a [competitive race/dead heat].

Your contribution helped us to purchase [yard signs, campaign literature, and advertising space], which provides exposure and helps bring our message to the voters of [location].

But I need your help one last time.

My opponent is [opponent's name, mention party, and if incumbent]. [Describe opponent's fundraising ability or opponent's support from specific individuals or organizations and how they are working toward your defeat or unleashed influence or negative advertising.]

[If negative advertising is the issue, say that you believe that there will be more negative advertising before the election and that you must to be able to defend yourself.]

We've come too far to let our campaign be defeated [by special interests/negative advertising]. I'm sorry that I must ask again, but with the election just a few short [days/weeks] away, you would help me out of a rough spot if you could send one more contribution of $25, $50 or perhaps even $100.

Your money will go directly to [describe specific campaign ads] designed as a final push to win this election.

Our campaign against [opponent's name] is not over. Your contribution will make all the difference.

Sincerely,

[Candidate's name]

P.S. This race is going to be close - too close! We must raise [$ amount] for [commercials or other specific advertising] by [date] or risk losing the election. Your generosity means the world to me.

[PPS: You can make an online donation right now at [www.websitename.com].

Fundraising Appeal - Final Push

Your fundraising piece should consist of 1) a fundraising letter, 2) a hand-addressed outside envelope, 3) a return envelope for the 4) reply piece for givers to provide you donor information, such as amount donated or other information as required by local law.

[Date]

[Address]

Dear [First Name],

We are on the path to victory - but the race is still very close! We have just one last [mailer] to send out.

The [brochure] is already printed, but we don't have money for the postage. Please send one more check to help us get this last [mailer/television ad] out and give us the push we need to win this race!

Thanks in advance for your continued support.

Sincerely,

[Candidate Name]

[PS: You can make an online donation right now at [www.websitename.com].]

Personal Invitation Letter

[Date]

[Address]

Dear [Recipient]:

Re: [Event Name]

As a longtime [friend/supporter] we would like to invite you to our [Event Name].

The [event/fundraiser] will take place at [location], [date] from [time] to [time]. [Mention anything special about the location, such as special parking arrangements, etc.]

[Describe the event, speakers and activities.] So, don't miss out on the fun!

[I/we] hope you can attend. If you plan to attend, we ask you to please call [contact person] at [phone] and advise [him/her] by [date].

[Use if you are sending a ticket for the event.] [Please note: If [contact person] doesn't hear from you by [weekday], [date] we will assume that you are not attending the show and we will issue your ticket number to someone else.]

[We] look forward to seeing you at the [event name/fundraiser].

Yours sincerely,

[Sender's Name]

[PS: If you cannot make the event, you can still make an online donation right now at [www.websitename.com].]

Press Release - Entry into Race

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: Smith is Running for Mayor of TinyTown]

[Candidate], [current office or position, if applicable], is announcing his candidacy for [position] in [location]. [Candidate] and [his/her] volunteers have collected signatures from residents of the [location] in support of [his/her] nomination. Individuals and several [local] organizations have responded with support and substantial signatures more than sufficient to place him on the ballot for the [date] [primary/general election].

With over [number] years of [area of experience], [Candidate] [explain what causes the candidate promotes, how the candidate understands the needs of local citizens, and what he/she has done in relation to these needs.] [He/she] [is/was] also [additional experience].

[Candidate full name] sees the [list problem issue(s)] as motivations to run for office.

According to [Candidate], "[Issue] in [location] is my top priority." [He/She] adds, "[expand on first issue and/or mention other issue important to campaign]."

[Candidate] has also spoken out on [list additional local topics].

More information about [Candidate] and his campaign can be found on [his/her] website, [www.campaignwebsite.com]. This site includes biographical information about [Candidate first name] and a calendar of upcoming events, as well as [his/her] position on many of the important issues affecting [location].

###

Press Release - Website Announcement

A press release about your campaign website should be promoted both offline and online. When promoting your website online, use "http://" as the prefix of your website link.

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: [Candidate] Announces New Campaign Website

[Candidate], [current office or position, if applicable], announces a new campaign website at www.[sitename].com.

"The web is a great tool for reaching voters," said [Candidate or Candidate Representative]. "This site was created to address the most important issues facing [location/our community]."

According to [Candidate], "We hope voters find our site as a useful tool for learning and communication." [He/She] adds, "As the site grows, we will be adding additional news and information about the campaign and addressing the [local] issues that matter to voters most."

More information about [Candidate] and his campaign can be found on [his/her] website, [www.campaignwebsite.com]. This site includes biographical information about [Candidate first name] and a calendar of upcoming events, as well as [his/her] position on many of the important issues affecting [location].

###

Press Release - Endorsement

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: Firefighters Endorse Jones for Mayor]

[Location], [Date] – [Endorser Name] today announced their support of [Candidate] for [Position].

“Since [he/she], [Candidate] has been [list qualities] to help [name current issue],” said [Endorser Name], [Description of Endorser's Job/Status or relationship to organization]. “[Add another reason why candidate has been endorsed].”

Citing [Candidate's last name]'s [campaign platform plank], [Endorser's Last Name] said, “We believe [Candidate] is the [man/woman] who can best lead [location] in the right direction as we [cite current challenge].”

[Add a paragraph about the candidate, and what the candidate has done for this related organization or effort that has benefited the endorser and or the endorser's organization.]

“We’re going to [support/help] [him/her] every step of the way,” [Endorser's Last Name] said of [his or organization's] support for [Candidate].

“Through [his/her] experience and performance [list positions, service], [Full Candidate Name] has proven [to us] that [he/she] has the [qualities - such as integrity, vision, will] to be the next [position] of [location] [– and we want to help him achieve that goal],” [Endorser's Last Name] said.

###

Press Release - Position Statement

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: [Candidate] [endorses/rejects] [Issue]

[Candidate], a candidate for [position], [endorsed/rejected] the [Issue] in a statement [made to organization/audience] on [date].

"I [endorse/reject Issue]," [Candidate] told the group of about [number attended]. "[Restatement of issue. Explain primary reason for position.]"

[Candidate full name] sees the [Issue] as an important issue to the [people/voters] of [location]. According to [Candidate], "[Reason why issue important." [He/She] adds, "[State additional supporting facts behind Candidate's position.]"

Optional - [Opponent] has consistently [supported/voted in support for the Issue].

"[Followup quote enhancing difference between Candidate and Opponent,]" adds [Candidate].

More information about [Candidate] and [his/her] campaign can be found on [his/her] website, [www.campaignwebsite.com]. This site includes biographical information about [Candidate first name] and a calendar of upcoming events, as well as [his/her] position on many of the important issues affecting [location].

###

Press Release - Campaign Event

MEDIA RELEASE

Contact: [Contact name]

[Contact Information]

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

[Release title - example: Meet The Candidate Fundraiser and Reception for [Candidate Name] at [location]

[Location] – A campaign fundraiser will be held for [Candidate name] at [location] on [date] at [time]. The requested donation is [$ amount].

[Candidate last name], a [short personal description], is campaigning to represent [place and office].

[Candidate first name] promises "plenty of [coffee, snacks] and [Fun/Democrats/Republicans/Whoevers]".

For more information, contact [name] at [phone] or visit [www.campaignwebsite.com].

###

Alternate Short Version:

MEDIA RELEASE

Contact: [Contact name]

[Contact Information]

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

[Release title - example: Meet The Candidate Fundraiser and Reception for [Candidate Name} at [location]

When: [Date] - [Time]

Where: [Address]

More Info: Contact [name] @ [phone] or [www.campaignwebsite.com]

Requested Donation: [$ amount]

[Candidate first name] promises plenty of [coffee, snacks] and [Fun/Democrats/Republicans/Whoevers].

###

Press Release - Post Fundraiser Event

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: Campaign For Jones to Host Fundraiser]

[Location] – [Person hosting fundraiser], [co-]hosted a fundraiser for [candidate name] at a [place] in [location] on [day of week].

"[Include quote from the host at fundraiser praising what the candidate has done]," [Host] told the group of about [number attended].

"[Second quote from the host at fundraiser praising the candidate's traits, emphasizing the candidate's skills and talent to work for the citizens]."

[Candidate last name], a [short personal description], is campaigning to represent [place and office].

"[Short, positive quote from candidate,]" [Candidate last name] told the group.

[Candidate last name] has received [glowing] endorsements for her campaign from [list endorsers].

###

Press Release - Political Apology

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: [Candidate] [Retract/Clarifies] Statement

[Candidate], a candidate for [position], [has retracted/ spoke out to clarify] [his/her] statement about [Issue]. [Add where statement/quote was made or recorded.]

"My statement was not intended to [offend/upset]," [Candidate] said. "[Explain why statement was misconstrued. Heat of the moment / quoted out of context / private discussion, etc.]"

[Candidate] has spoken to [offended party]. According to [Candidate], "[I have apologized to [offended party]." [He/She] adds, "[We hope to put this issue/controversy to rest.]"

[Add anything candidate has done or will do with offended party.]

"[Add positive, forward looking quote, such as - I look forward to working with [offended party or I hope this will lead to more discussion about a particular issue,]" adds [Candidate].

###

Press Release - Post Election

For release on [Weekday], [Month] [Day] or [FOR IMMEDIATE RELEASE]

Contact: [Contact name]

[Contact Information]

[Release title - example: [Candidate] Thanks Supporters

[Candidate], [position]-elect, Thanks [his/her] Supporters.

"I would like to thank all our volunteers and staff for their support," [Candidate] told group of supporters who gathered at [location] on [election night]. "I appreciate the tremendous efforts that everyone provided to the campaign."

[Insert paragraph detailing efforts made to win this race and that candidate looks forward to moving on his/her agenda.]

[If candidate lost, mention that is was a well-fought race and many issues were brought to light.]

[Candidate] adds, "The work continues to help make [location] an even better place to live."

###

Thank You Letter - Event Speaker

[Date]

[Recipient Address]

Dear [Recipient]:

On behalf of [candidate/campaign], we would like to recognize and thank you for your valuable assistance with our recent [event/fundraiser], held in [location], in [month] of this year.

We very much appreciate that you gave your time to [describe what recipient did, such as give speech]. You may be interested to know that the [describe result of event, such as amount raised, etc.]. Your contribution to the event was a key factor in its success!

Thanks again for your generous support.

Sincerely,

[Name]

Volunteer Follow-up Letter

Whenever an individual offers to volunteer for a campaign, the Campaign or Volunteer Coordinator should quickly follow-up with a thank you note and volunteer form, if needed. The note reinforces good feelings about the candidate and the campaign, reminds them of the specific duties they have volunteered for, and increases the likelihood that the volunteer will show up.

After the campaign, all volunteers should get another thank you note from the candidate and the campaign. See "Volunteer Thank You Letter" template.

[Date]

[Address of Donor]

Dear [Recipient]:

Thank you for your generous offer to volunteer for the [campaign name] and to [list specific task they are to perform] on [date], at [time].

[Candidate] will make an excellent [position sought]. [He/She] is committed to [list several main campaign platform ideas].

The key to winning this election is getting our message out to the voters of [location].

Your help will certainly take us closer to that goal.

Once again, thank you for your time and commitment to [Campaign Name]. I am counting on seeing you on [date], at [time]. at [location of event]. Call me at [phone number] if you have any questions.

Gratefully,

[Name]

P.S. Feel free to bring a friend or two with you to the [campaign meeting] on [date].

Volunteer Thank You Letter

After the campaign, be sure that all volunteers get a thank you note from the candidate and the campaign.

[Date]

[Address of Donor]

Dear [name]:

On behalf of [name of campaign organization] I would like to thank you for all your support.

I especially appreciate the [list specific actions that volunteer performed – financial support, volunteer work, etc.] that you provided to the campaign.

[Insert paragraph detailing that their efforts helped you win this race/helped make for a competitive race.] The work continues to help make [location] a better place.

Thanks again for your generous support.

Sincerely,

[Signature]

Campaign Letter Writing Tips

Letters to the editor of local publications is a powerful way of getting your campaign message across and influencing public opinion. While you are likely get a few letters from close friends and supporters, it helps to have an organized letter-writing campaign to help shape the issues and your public positions. A letter-writing campaign can be assigned to a volunteer to organize. All they need to do is to find volunteers willing to write pro-candidate letters.

Writing tips:

• Keep the letters to a single issue, if possible. When doing so, highlight differences between candidates.

• Not every letter has to be politically issued-based. Even letters that highlight the candidate's favorable personal traits are useful.

• Try to keep a list of the issues and the volunteers who will write about them. Provide a list of (email) addresses to the local publications.

• Do not supply your writers with a 'sample letter'. A few minor talking points are fine, but the letters should be written in the supporter's voice, with their own spin on the topic. Canned letters sound phony, particularly if several are published at the same time on the same topic.

• 'Negative' letters can backfire. If writing about an opponent, encourage your letter writers to stick to facts and policy rather than personal attacks.

• Suggest that the writers to mention the campaign website, if they choose.

• Start sending letters as early as possible. Especially in local papers, a letter is very likely to be published during 'slow' news period.

• Many papers have a holding period where they will not publish letters from the same person within a certain period. If a volunteer is willing to write multiple letters, have them be staggered throughout the campaign.

• Don't have everyone wait until the week before the election to write in. Newspapers are typically flooded with letters right before the election, and it's very likely many will not be printed.

• If possible, reprint the best letters or quotes on your website. Only do this after the letter has been published.

• If someone you don't know writes a letter on the candidate's behalf, have someone from the campaign contact them, thank them, and see if they would be interested in volunteering in some greater capacity.

Letters can lead to positive write-ups, which is good material for a newsletter email to tell your supporters about. This may bring them back to the site to read up on what is happening and, possibly, make a political donation.

An effective, long-term letter writing campaign is an excellent investment. In most cases, you'll see a flood of pro-candidate letters appear right before an election. Astute readers will see them for what they are. However, when someone has been hearing good things about a candidate in the run-up to the election, that knowledge may help them make up their mind as to whom they will vote on Election Day.

Write an Optimized Political Press Release

Press releases are an excellent way to gain publicity. Think of a press release as a short, newsworthy article about your campaign or campaign that is distributed to relevant media contacts.

With the rise of the internet, press releases optimized for search engines can create a significant traffic boost to your website. It can become a point of entry as web searchers find your press release because of a search engine query.

Before you create a press release, make sure you actually have a newsworthy story. Each press release should focus on a single story or issue. It may relate to:

- Entry into a political race
- Upcoming event or fundraiser
- Key endorsements
- News related to the campaign
- Reaction to event or opponent's action

Your press release should have a catchy title and sub headline of about ten words or less. The title should be precise and interesting. Be sure to add relevant keyword phrases, such as location or office, into your title and sub headline.

The first paragraph must sum up the releases content and delve a bit into the meat of the story. You may want to start with an attention-grabbing fact related to the subject of your press release. Keep your sentences and paragraphs short. Again, try to add relevant keyword phrases in your text, while still maintaining a natural, readable text flow.

Go into more detail throughout the main body of the release, expanding on the initial opening paragraph. Include research or statistics from credible sources. Keep the tone businesslike and write in the active voice. Don't include personal or unrelated details, or your press release will likely end up ignored.

The closing paragraph should repeat the main point of the release and direct the reader as to where they can go for more information. Include a contact name, email address, website, telephone and fax numbers.

At the end of the release, you need to indicate that the press release is ended. This lets the journalists know they have received the entire release. Type "End" or

“###” on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page.

Keep your press releases to a maximum of 300 words — and be sure to proofread (twice) before submission!

Press Release Submissions

Mail, Fax or Email: Check with your local paper about their submission preferences. Some prefer fax or mail but most prefer to receive press releases via email. Send your press release a week or two before you want it to be printed.

Send Pictures: Include a relevant photo or at least some type of logo or graphic. Photos are the best way to help your news story stand out. Email your photos in a JPEG format at a resolution of at least 170-200dpi.

Contact Your Local Political Reporter: Call your local media and find the contact person for local politics. Send your press release to them, and call to make sure they received it. This will ensure that they are aware of the release and it will improve its chances of getting published.

Other Media Outlets: Do you have a local radio, TV or cable channel? It may be worth it to include them in your media contact list.

Online Press Release Submission: For additional exposure, submit your website to online press release websites. These services help syndicate and spread your news release to other outlets. Some services are free and others are paid. The difference between free and paid is that the paid services allow you to embed links into your release and actively submit your release to news sites.

Note: Don't' expect much from free online press release submissions. Their value comes from the link back to your website. Outside relevant links can help trigger search engines to find your website and improve your rankings for related searches.

Online Press Release Resources

onlineprnews.com – Free option allows live link in release.

PRLog.org – Free service.

Free-Press-Release.com – Free service.

PRWeb.com – Paid service.

PRLeap.com – Paid service.

About Online Candidate®

Online Candidate provides affordable campaign website packages. Domain registration, hosting, a built-in content management system and tools are included. Accept online donations, recruit supporters, add events, upload photos and more.

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