



LET'S GET YOU STARTED DIRECTIONS AND FYI FOR CANDIDATE LIAISONS

THIS IS THE SINGLE MOST IMPORTANT DOCUMENT TO READ. PLEASE READ COMPLETELY AND CAREFULLY.

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GOALS

We want to raise awareness of the importance of universal health care as an issue to be addressed immediately and actively during the campaigns for the 2020 election. We want candidates in the 2020 Colorado election from every political group to be publicly discussing ways to solve the problems of our inadequate health care financing system. Even if a candidate sees the issue much differently than you do, it is to our advantage to have the candidate talking to the public about health care financing issues because it allows for discussion. It's much better than ignoring the issue. We want candidates to be contacted personally, by a constituent when possible, with basic information about universal health care and about single payer and Improved Medicare for All type solutions to the current problems. We will conduct a Candidate Survey in Jan, 2020, to allow candidates the opportunity to share their answers to questions that voters will have on their minds. We'll share ratings of support that candidates express through their answers on health care finance reform.

We want volunteers to serve as Candidate Liaisons (CLs) to develop positive, trusting relationships with the candidates and offer materials and resources about the advantages of Improved Medicare for All type systems. Obviously, some candidates will be more welcoming of the information than others, but our immediate goals are to raise awareness, motivate action and provide accurate information. It is important to contact all candidates with a non-partisan message.

APPROACHING A CANDIDATE AND BUILDING A RELATIONSHIP

When you have completed the training steps below, you are ready to approach the candidates.

Get geared up:

1. Become familiar with these **introductory** materials: this document you are reading now **"Let's Get You Started"** plus the attached **"Liaison Intro to Candidate"** and a flyer **"Why We Need Improved Medicare for All"**.
2. Identify candidates with whom you'd like to partner. If more than one CL wants to partner with the same candidate, we'll ask you to work as a team with the lead CL that you identify, or more likely, we'll suggest you choose another candidate who still needs a Candidate Liaison.
3. Become familiar with **supplementary** educational resources with more information you'll find helpful as you approach your candidate. These resources are attached to this email as a **"Directory for Supplemental Educational Resources for Candidate Liaisons"**. The directory includes: **"IMFA Heart Messages"**, **"Talking Points on Health Care for Everyone"**, **"Comparison of National Health Care Proposals"**, and the new initiative led by Wendell Potter: **"Business for Medicare for All"**. The **directory** also includes resources available as links to authoritative, helpful websites. These **supplementary** resources can be overwhelming if you try to investigate them all at once. Please, take your time and check them out a little at a time. Some of the websites will be very useful for updated information as news and events move the conversation forward throughout the campaign season.

Get down to basics:

Communication is two directional. At best it's the meeting of minds, even briefly, and there is an emotional framework that supports the interaction. Emotion makes us care. Emotion can appeal to our attempts to be our "higher self." You can set the tone. Model what you desire— being open-minded, appreciative, genuine, eager to connect and learn, patient with listening, and respectful. Anticipate a rich, rewarding interaction.

The goals include increased awareness about the problems with the current health care finance system and the attributes of a universal single payer or Improved Medicare for All type health care finance system.

1. We want to join around common values. Pay attention to the value messages in **“IMFA Heart Messages”** and **“Talking Points on Health Care for Everyone”**.
2. We need a “story” to make our messages memorable. It can be the **candidate’s story** rather than our own and if so, highlight the story during the discussion, recognizing the value message and connecting the dots for them. Your own story should be a practiced 30 second version.
3. Keep it simple. If we make candidates feel “stupid” they won’t want anything to do with us. Even brilliant people have difficulty understanding something outside of their areas of knowledge. Watch out for the jargon we so easily use and understand.
4. We need to have accurate information and facts available to establish our credibility as a reliable resource more than we need facts to persuade. People disregard facts they aren’t prepared to accept. Candidates will use our information and facts to establish their credibility.

Be prepared:

From candidates’ websites you can find information to use to make a personal connection (e.g. a common experience, a common issue). Checking their websites also updates information (e.g. a decision to run for a different office, calendar of public appearances, issue positions, and the best way to connect with them). The Colorado Secretary of State has a list of all the candidates who have filed for the 2020 election, available after the 2019 election. If you click on the candidate name you will find contact information. tracer.sos.colorado.gov/publicsite/searchpages/candidatesearch.aspx Not all candidates have filed with the Secretary of State, yet, so you may know of additional candidates. The federal candidates do not file with the Colorado SOS. Ballotpedia.org offers information about federal races. It takes some searching, but you may find accurate lists of official candidates here. https://ballotpedia.org/Colorado_elections_2020

Make the initial contact:

Local candidates tend to be willing, even appreciative of an offer to meet for a brief cup of coffee to discuss the subject, so a facebook, text, email or phone call invite from you will get it scheduled. Others will be more difficult to reach, and you may need to make a request through the campaign manager or office staff. You can also attend a public meeting and simply hand the candidate the **“Liaison Intro to Candidate”** letter, the **“Why We Need IMFA”** flyer and your business card with a friendly assurance that you will follow-up when there is more time.

Always let Candidates know that you are a volunteer. They really do respect your dedication and listen carefully to your concerns because you are a constituent and an engaged voter.

A possible opening line: “Running for office is lots of things but it is also difficult, partly because you are expected to know everything. Here’s how I might be able to help. I can offer information about health care reform issues based on questions and comments we hear from voters at town halls, in forums, and on front porches.”

Build a relationship:

- Smile, Listen
- Know in advance what you want to say. Stay on topic and include the most important pieces of information, including who you are and how to contact you.
- Respect the candidate’s time. Clearly state how much time you want—10 to 20 minutes is good unless you have a specific reason to make it longer. Include listening in that time span. Meet in-person the first time if possible. Start and end on time unless you get permission to extend the time.
- Be appreciative. Be authentic. Be trustworthy.
- Use your perceptive skills to decide what info you want to provide beyond the written intro letter and info flyer. A successful outcome to a first meeting is an invitation to return for more dialogue.
- Immediate follow-up (e.g., a hand written thank you card, a piece of info that the candidate requested, a selfie photo with the candidate posted on fb, chocolate or a local product, and volunteering for the candidate is

always a way to create a positive relationship, but don't do that for a candidate you've chosen but don't personally support).

- Subsequent follow-up. No matter what the candidate's response to your initial contact, do at least one direct follow-up with more information and an invitation to meet again. Then, as much as you have time and energy for, show up at events where the candidate will be. Even if you don't say anything, your presence will send a message and an invitation because the candidate now knows you.

What if your candidate says he/she/they doesn't have anything to do with health care, as some candidates may believe? Here are some points to consider:

- As a government employee the candidates and their families need health care now and perhaps in retirement.
- Many of the elected officials will be responsible for budgets that include health care costs and coverage issues for employees and for other services (e.g. inmates, emergency medical responses, hiring incentives with benefit packages, or health care legal issues).
- Some officials will be responsible for the safety and stability of communities, which include constituents who are homeless, use drugs, or have mental illness. There are also public health events and concerns.

Once a candidate begins to think more broadly like this, most will be able to bring up points we don't even know about. As a CL you are able to help the candidate/elected official advocate on behalf of the people they represent.

THE NITTY-GRITTY— LOGGING YOUR CONTACTS AND WHERE TO GET HELP AND MATERIALS

1. If you'd like to use the Liaison Project 2020 business card, there's an empty space for you to include your contact info. The space accommodates a return address label if you want to print and affix your info. You may use the title, "Volunteer," or "Volunteer Candidate Liaison."
2. Contact Laurie at Laurie@candidateliaisonproject.org if you need some business cards.
3. Save and print the attachments "**Liaison Intro to Candidate**" letter and "**Why We Need IMFA**" flyer for your first connection with the candidate.
4. We'll also ask you to make a short report on candidate visits during the campaign. Click [here](#) to make a report.
5. If you have any suggestions, problems or questions, contact Laurie Beckel or Virginia Gebhart at Liaison.Coordinator@candidateliaisonproject.org
6. If your candidate has questions for which you are unable to find answers, a) check the supplemental educational resources, then b) contact Laurie or Virginia who will find answers.
7. If your candidate wants a speaker or a program, contact Nancy Reed Nancykathrynreed@gmail.com
8. We may plan a monthly conference call for CLs to share their experiences and questions.
9. **Your work is significant. Take pride and know that you are admired and appreciated by your Candidate partners on this project and, unspoken, by Coloradans who may survive the health care crisis because of your efforts.**

To volunteer you must agree with the following and act accordingly to the best of your ability:

- *I will convey accurate information without exaggeration. I will clearly state when what I am saying is an assumption or my opinion, rather than a fact—remembering that usually my opinion is beside the point.*
- *I will enter this relationship as an aide or partner. I will discuss rather than argue.*
- *While I may be passionate, I am able to manage my emotions in a positive, productive and respectful manner.*
- *I will rely upon my best judgment to determine how to proceed and will contact the Project Co-Leaders if I suspect any potential or emerging problems, or if I have something about which to brag a bit.*

90% of success is showing up. First, do no harm. Prepare. Trust your own judgment about the best way to proceed based on the situation and the relationship you are creating. It's all about the relationship.

Respectfully yours,

Laurie, Virginia, Stuart and David, Candidate Liaison Project Team