

Recommendations for Candidate Support Guidelines

I know the LNC has been approached on a few different occasions for monetary support by at least three different campaigns that I saw. I wanted to take this opportunity to offer my two cents. In all honesty, debating and committee formation will take too long, so I am submitting this proposal for you to have.

Background: I run a Political Action Committee to support Libertarian Candidates. The criteria I have is to ensure money is going to candidates that can have a real impact with what we provide. The list below is nearly identical to what is taken into consideration before any funds are ever distributed by my PAC.

1. What level of race is being run (local, county, state, federal)?
 - a. This is just to see what likely funds could be needed
 - b. Each level should have a donation cap the organization considers based on these levels
2. Is it legal to send a donation by campaign finance laws?
 - a. Some states don't allow out of state contributions
3. What is the legal maximum for donation according to local/state/federal law?
4. How much is being requested by the candidate?
 - a. This can help in determining whether they are relying on the organization to fund their campaign or not
5. How much money has already been raised?
 - a. I will not ever donate to a candidate who has not already raised at least the minimum of what is being asked. So, if it is a \$5,000 donation, they need to have at least already raised that amount
6. Does the candidate know how many votes it takes to win the election?
 - a. If the candidate cannot answer this question, they didn't put enough thought into this run
 - b. For example, in my race for the US Senate in 2018, I looked at average turnout for midterm election and found that at a minimum, I would need to get between 350,000 to 400,000 to win.
7. Does the candidate have a written campaign plan?
 - a. If they do, I request they submit the plan for evaluation.
 - b. If they don't, I won't fund them until they have one.
8. Does the candidate have a campaign team?
 - a. Solo going is nearly impossible to win. At a minimum, I am looking for two key positions: campaign manager and volunteer coordinator.
9. Has there been any news coverage of the candidate?
10. Do they have a Facebook page?
11. Do they have a Twitter account?
12. Does the candidate have a website?
 - a. If a candidate does not have a website, I will not donate.
 - b. If a candidate has a website, but is not organized professionally, I will not donate.
 - c. Is there a donation link? If I don't see a place to donate, I will not donate myself.
 - d. Does the candidate have an "issues" section? Without that section, I will not donate.
13. Is the candidate a member of their state party?
 - a. If the candidate answers no, I will not donate.

- b. If the candidate answers yes, I will verify.
- 14. Is the candidate a member of the national party?
 - a. Not always a no, but something I consider important when weighing the decision. For your purposes, I would require a yes.
- 15. Is the candidate still in the primary phase, pre-nomination?
 - a. I will not donate without the candidate being on the General Ballot.
- 16. Is there polling information to consider?
 - a. Some areas do poll. If a candidate has been polled, I am looking for candidates already above 4%
- 17. Is this a race that will maintain ballot access?
 - a. Sometimes this will weigh because if it is required, it can exempt other portions like the current polling.
- 18. Does the candidate have photographs of outreach events?
 - a. If there are no pictures of them doing what they are supposed to do as candidates, I will not donate.
- 19. Is there an incumbent currently holding office?
 - a. Races without incumbents are targeted more heavily because of the lack of incumbent advantage.
- 20. How many candidates are in the race?
 - a. I will not donate if there is more than a three-way split.

Hopefully this helps you guys in forming your own guidelines.

Regards,

A handwritten signature in cursive script that reads "Craig Bowden". The signature is written in dark ink and is positioned below the "Regards," text.