

MINNESOTA  
CHAMBER *of*  
COMMERCE

# 2016

## CANDIDATE RECRUITMENT GUIDE



The Minnesota Chamber of Commerce is the state's largest and foremost business advocacy organization. As the statewide voice of business, the chamber represents more than 2,300 businesses of all types and sizes across Minnesota. The Minnesota Chamber excels at offering solutions (some private-sector) to public-sector problems.

The Minnesota Chamber of Commerce is a nonpartisan organization. It encourages the election of public office candidates who support policies which help for profit businesses grow and create jobs, regardless of political affiliations.

**MINNESOTA CHAMBER OF COMMERCE**

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# INTRODUCTION

Elections are the lifeblood of representative democracy. The women and men whom voters elect have a decisive impact on the course of Minnesota's future prosperity and livability.

There are many competing interests and constituencies which attempt to influence state elections and policymaking in our state. While Minnesotans will disagree on many issues, few would dispute the importance of a healthy and diverse economy, a vibrant culture of invention and innovation, and the high-quality, good-paying jobs that the private sector provides. For that reason, the Minnesota Chamber of Commerce encourages the election of officeholders who understand both the central importance of what it takes to run and grow a business, as well as the responsibility of providing a livelihood to other Minnesotans.

Improving our state's economy is not a partisan issue. Minnesota is served best when members of major political parties work together to deal with tax, regulatory, education, workforce, environmental, and infrastructure issues. The Minnesota Chamber welcomes and encourages pro-business candidates of all political affiliations to run for public office.

**These candidates will not emerge  
unless an active effort is made to recruit them.**

For this reason, we're proud to present the Minnesota Chamber's 2016 Candidate Recruitment Guide. It is intended for use by state chamber members, local chamber members and staff, trade associations, and other business-oriented organizations willing to be actively engaged in the recruitment of people who will support pro-business policies if elected.

The information in this guide is oriented toward the recruitment of candidates for the Minnesota State Legislature. However, it contains general information which can also be helpful for recruitment for local office, such as county boards, city councils, and school boards.

This guide includes suggestions on how community members can help candidates get started. For more in-depth information specifically useful to prospective candidates, we've created a separate 2016 Candidate's Guide. Of course, our guides are only a start, and are not a substitute for local political knowledge, attendance at campaign schools, and other resources available from local chambers, the Minnesota Chamber, political parties, and legislative caucus campaign committees.

Similar to having qualified people employed in a business, having qualified people run for and win public office makes all the difference in the world.

The Minnesota Chamber is ready to help support your local efforts to recruit pro-business candidates in the 2016 elections and beyond. Let us know how we can help!



Doug Loon  
President  
Minnesota Chamber of Commerce



# WHY RECRUIT PRO-BUSINESS CANDIDATES?

The people who run for public office, especially for the Minnesota Legislature, bring a wide variety of life experiences and perspectives. They represent different genders, personal belief systems, ethnic/racial backgrounds, and generations. In many respects, the Legislature reflects the broad diversity of Minnesotans at large, which is how it should be.

The reasons why candidates run are also varied. For some, the motive is personal ego or political ambition. For others, it's a general sense of civic duty or wanting to give back to the community. There are some motivated by a desire to right an injustice, a strong passion to improve policy in a particular area, or an attachment to a special interest.

But running for office – and holding it – requires some sacrifices. Candidates expose themselves to public scrutiny; surrender large amounts of time to politics; may need to put career plans on hold; perhaps make less money; and ask family members, friends, and co-workers to sacrifice, too.

**Some people are drawn to politics,  
regardless of the personal costs.  
Others need to be coaxed into it.**

Today, we live in a time when most candidates are self-selected. To be sure, many turn out to be good legislators. But some of the best policymakers are people who have to be recruited to run. They lead already full lives, balancing family, career, and community service commitments. Yet their experiences would enrich the policy debates and fiscal decisions made at the State Capitol.

The business community can make a unique contribution to recruiting candidates for the Legislature. We understand the dynamics of our communities, and have a finely tuned understanding of public sentiment through our customers and clientele. We learn to work with and appreciate people with differing views. We ourselves are independents, Democrats, and Republicans. Some describe the business community – wrongly – as a special interest, when in fact we have a general interest in the welfare and prosperity of Minnesota and the people who work for us, supply us, and buy from us.

In the past, Minnesota's business community was not as actively engaged in candidate recruitment as political operatives and interest groups, putting our ability to contribute our knowledge at a disadvantage. Left to their own devices, both political parties have fielded candidates, many of whom do not have experience with or close attachment to business.

For this reason, business organizations must reach out to good people who are active in their communities and persuade them to think seriously about running for office.

Recruitment means helping these prospective candidates appreciate what is at stake in the decision making at the Capitol; putting them in contact with people who can explain the rigors and rewards of public service; and showing them that there can be a strong base of support for their candidacy if they take the plunge.

But while recruitment is the first step, actual support must follow. Support does not just mean writing a check. If the business community is going to recruit candidates, it must commit to continuing campaign support for that candidate throughout the election – or risk its credibility as a force in the community. Support means connecting candidates with influential community members and organizations. It means helping to host fundraisers, donating expertise, knocking on doors, and making calls. These are things which many businesspeople do for charitable causes. They must also be applied in the political arena.

## PRO-BUSINESS PROFILES

There are many legislators who put pro-business views into action. These four members of the current Minnesota Legislature, one from each caucus, exemplify this quality.



**SENATOR TERRI BONOFF  
(DFL-MINNETONKA)**

A former business executive and community leader, Terri Bonoff first won her Senate seat in a 2005 special election and has been re-elected three times in a historically Republican-voting district. She has been a leader on workforce development issues and chairs the Senate higher education and workforce committee. She is also a voice of moderation in her caucus on tax and expenditure issues.



**SENATOR ERIC PRATT  
(R-PRIOR LAKE)**

Eric Pratt has worked in banking and risk management for 25 years. He was elected to his local school board for four terms, served as its chairman, and helped create new areas of cooperation in the community. He was first elected to the Senate in 2012, and is known for being both a principled conservative and practical in how he deals with issues.



**REPRESENTATIVE GENE PELOWSKI  
(DFL-WINONA)**

Representative Gene Pelowski, a former history teacher and avid golfer, has consistently advocated for policies to ensure that Minnesota businesses remain competitive in a global economy. An advocate for reasonable tax reform measures, Pelowski also has worked to streamline the permitting process while protecting our natural resources. With his pragmatic and passionate style, Pelowski is effective in working across the aisle and within his caucus to support pro-business measures.



**REPRESENTATIVE MARION O'NEILL  
(R-BUFFALO)**

Before her election to the Minnesota House in 2012, Marion O'Neill already had the experience of running a small construction business. The skillset she developed from the small-business ownership experience equipped her well to be a successful legislator: Listening to customers/constituents, maintaining a strong vision while adapting to current circumstances to achieve one's goal, and working well with others.

## WHO ARE PRO-BUSINESS CANDIDATES?

**What qualities do we mean when we talk about recruiting "pro-business" candidates?**

At the outset, it must be said that this is not code for "Republican" or "conservative." On the contrary, there are many Democrats and political independents who are pro-business, and there are a number of Republicans who are not pro-business.

No single definition of "pro-business" can satisfy everyone. Businesspeople across the state may disagree, based on local politics and culture. However, the following characteristics can be helpful:

### **A. Commitment to building upon and improving the state's business and economic environment.**

Pro-business leaders share the business community's goals of job growth and economic vitality for Minnesota. They understand the importance of tax and fiscal policy that improves Minnesota's competitiveness and fosters economic growth. They recognize the impact of government regulations, infrastructure, health care and energy costs, and labor mandates on employers' ability to conduct business in Minnesota. And they know that education and workforce development are key to developing Minnesota's future workforce.

### **B. An understanding of and empathy for the difficulties and responsibilities of establishing and running a business, small or large.**

Public officials demonstrate their pro-business stance when they regularly examine and act on policy questions from the standpoint of the owners, managers and employees of businesses across the spectrum of industries and professions.

### **C. A willingness to find practical solutions to the state's major needs and problems.**

A friendly personality, ability to sense changing attitudes, and curiosity about other points of view are winsome traits for both a candidate on the campaign trail and for a businessperson listening to the marketplace. They are also signs of a person who wants to accomplish things, and not just score political points. Adherence to political principles is an important strength in politicians; however, the most effective policymakers are those who make a habit of working across the aisle and openness to compromise in order to move good policy forward.



## TIMELINE

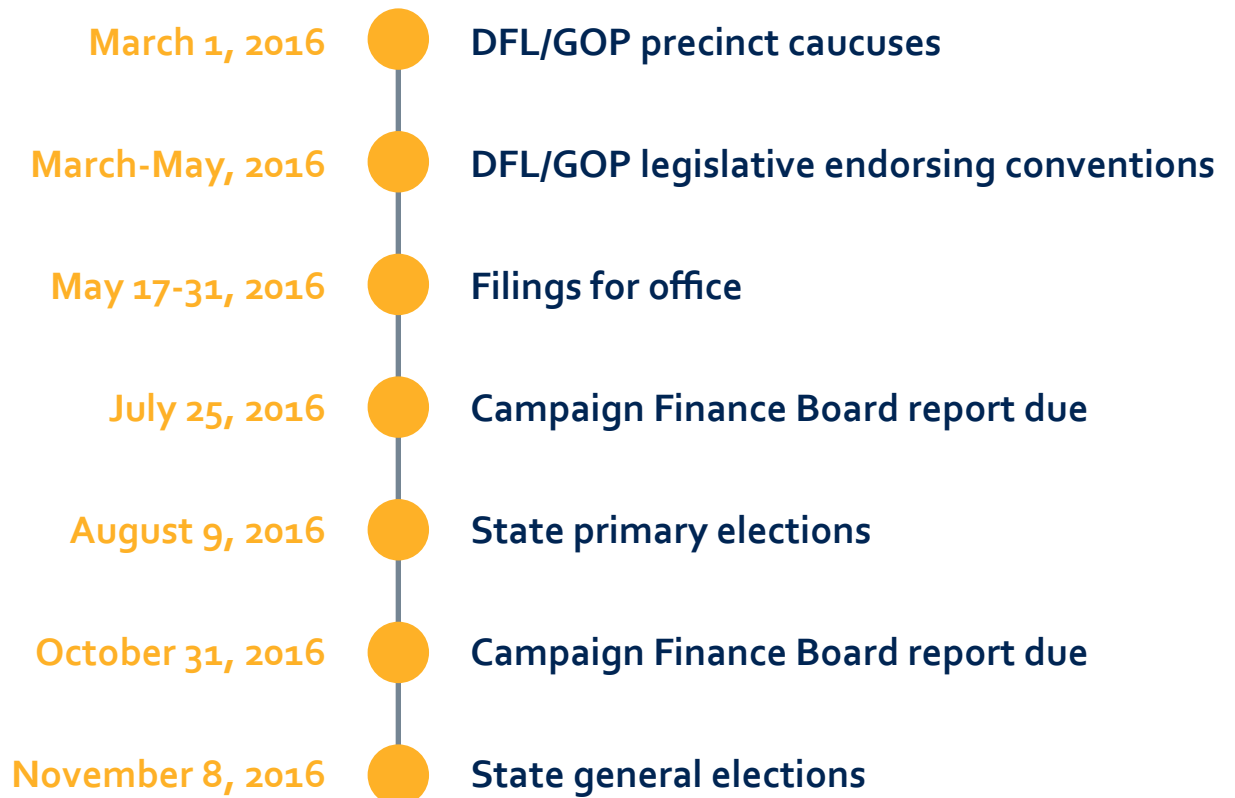
**A successful candidate recruitment effort requires significant lead time.**

First, the local search committee needs time to organize itself: Identify members; assess the legislative district and develop an ideal candidate profile; and develop a list of potential candidates to talk to. Then the committee needs time to do its work in talking with people.

Finding and then convincing quality prospects to run should not be a rushed process. There are many questions for would-be candidates to consider. They should be given time to make an informed decision on an opportunity which has significant short- and long-term demands and implications.

For the 2016 legislative elections, local business-led search committees should begin their work ideally in the summer of 2015 and no later than the early fall of 2015. The end result should be one or more candidates making a commitment to run in late 2015 or early 2016.

To illustrate the importance of a relatively early start to local recruitment efforts, consider these major milestones in the 2016 electoral calendar:



Even while focusing on the 2016 elections, business community recruitment efforts should keep the long term in mind, be sure to develop and support civic talent, and encourage people who are not ready to become candidates in 2016 but may do so later.

For local offices such as county, municipal or school board seats, it is also a good idea to plan search committee efforts many months in advance of filings for those offices.





# ASSESSING YOUR COMMUNITY

At the beginning of the candidate recruitment process, it is crucial to have an accurate sense of one's community and a judgment about which candidates may "fit" the legislative district.

In both instances, business leaders should perform at least some of the preliminary assessment and candidate profile work before they recruit the search committee. This assessment will inform the selection of a diverse and representative search committee, and will provide them with a good understanding of the assignment which they are asking the committee members to perform.

When the search committee starts to meet, it should complete the community assessment and candidate profile work so it can be thoroughly grounded in a comprehensive understanding of the demographic and political reality of the legislative district. (See section 6.)

Traditional political behavior of entire communities can quickly become irrelevant in the face of new demographic, cultural or economic trends. In many places around Minnesota, areas which once were longstanding DFL strongholds (such as Anoka County) have become Republican bastions, and vice-versa (as demonstrated by several western Hennepin County suburbs). The local chamber and its search committee must be aware of and responsive to these changes in order to find a candidate who fits the district and is thereby electable.

**A community assessment can be done through several sets of information:**

- ✓ **RECENT ELECTION DATA AND VOTING TRENDS.** The Minnesota Chamber, state political parties, and legislative caucuses can provide information on the Republican or DFL "index" of a given district, particularly how strongly an electoral district tends towards one party or the other. In some districts this tendency can vary wildly, depending on whether it is a high-turnout, presidential election year (like 2016) or a lower-turnout gubernatorial election year. It must be remembered too that a good candidate can confound this tendency: a Democrat can beat a Republican candidate in a Republican-leaning district if he/she has more appealing qualities, a stronger resume, and/or runs a better campaign.
- ✓ **DEMOGRAPHIC TRENDS.** Are there new housing developments in the community (condos in an urban core, apartments in the suburbs, subdivisions in the exurbs)? Is there an influx of new immigrants into a community? Has a town's population markedly skewed older or younger in the past few years? Savvy members of the local business community either know these trends or know where to get this information. It's extremely useful not only for a picture of the community today, but where it will be in the future.
- ✓ **COMMUNITY OPINION.** Short of relying on a scientific public opinion survey, community opinion can be a very subjective and large body of information. It can also be misinterpreted if collected from a narrow spectrum of people. But, if sampled properly, it can be the most important set of knowledge in making an assessment. A useful exercise in this category is asking questions like, "What are the five most important issues facing our community?" or "How do people feel about incumbent officeholders?"

Another related exercise to consider in this category is conducting a SWOT (strengths, weaknesses, opportunities, threats) analysis about the local business community. If the local chamber is publicly associated with a candidate or candidates who have been recruited by its search committee, business leadership should assess how the chamber fits into public perceptions about the community as a whole.





# DETERMINING CANDIDATE PROFILES

After the community assessment has been made (see section 4), the search committee should consider the profile of electable candidates for the legislative seat in question.

These profiles are idealizations of certain characteristics and affiliations which fit the district.

**Please note:** There is no single ideal candidate profile for any given district. Rather, there are multiple ideal profiles in every case.

Developing profiles is useful for two reasons: First, as a mind-expanding tool for the search committee to generate ideas of people in the community who come close to “checking the boxes” in a given district. Second, as a way of measuring flesh-and-blood prospective candidates against one or more of the ideals.

As the group considers candidate profiles appropriate of the district, it should ask itself these questions:

- Given the demographic information we know, what does the current and future face of our community look like?
- What issues, personal qualities, and values are most important to the active voters in our community?
- What kind of individual will be well-received by active voters, the business community, and the community at large?
- Who in our community might fit that image? Is there anyone outside of the spotlight who fits that image?

## EXAMPLE:

The ideal candidate in a district might be a:

- ① Catholic
- ② woman who formerly was a
- ③ public-school teacher but now is a
- ④ small business owner with
- ⑤ school-age children who also is a
- ⑥ city council member whose husband is a
- ⑦ popular faculty member at the local community college and president of the
- ⑧ hockey boosters club.



# CONDUCTING A SEARCH EFFORT

When organizing a search committee to recruit candidates, volunteers should follow these guiding principles:

## CHAIR APPOINTMENT

Appoint a chair who will keep the group on task, encourage full participation by everyone, ensure that the collective effort is deliberative, and report on the committee's progress periodically to other key stakeholders. A well-respected former chamber board chair or a former elected official may be a good choice.

## COMMITTEE SIZE

Keep the overall size of the committee manageable, between 5 and 12 members.

## COMMITTEE MEMBERS

Appoint committee members who are active in civic and social circles, know a lot of people, and have good judgment and common sense.

Ensure that committee members are reflective of both the business community in the district and the voting population at large in the district. This means providing balance of gender, ethnicity, age, occupation, political affiliation, religion, geography, and other defining characteristics in the district.

To ensure added perspective, appoint one or more members who are not active in the business community, but have broad sympathies with business interests and know the community well.

In addition, those organizations or chambers with political action committees (PACs) may want to tap into some of those members to participate in the process.

## GOALS AND TIMELINE

**Clearly define goal(s)  
and the suggested timeline  
for the search committee.**

## MEETING SPACE

Identify meeting space for the committee and reasonable volunteer staff support to the committee chair (someone who will send meeting notices, etc.).

These suggestions will need to be adapted to fit individual situations and the availability of volunteers. In a geographically large, rural legislative district which includes many communities, it will be important to combine and coordinate forces to ensure that a joint search committee represents the entire district.

When recruiting the committee, the volunteer leadership should stress that participation is dependent on members keeping all discussions and information strictly confidential within the committee. The importance of confidentiality and discretion should be restated by the chair at every committee meeting.

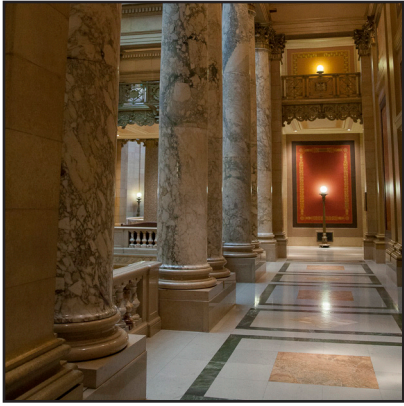
In advance of the first committee meeting, the leadership and search committee chair should mutually agree on the committee's goal(s). If the legislative seat is open because of the incumbent's announced retirement, perhaps the goal is to find a pro-business candidate in each of the political parties or perhaps just one. Perhaps the goal is to encourage multiple pro-business candidates to run for a given party's endorsement/nomination, or to recruit just one candidate and get behind him/her wholeheartedly.

Similarly, the leadership and chair should agree on a specific timetable for the committee's work to be conducted and completed. Timetable items might include:

- Weekly/biweekly/monthly meeting dates
- Schedule for completing a community assessment/candidate profile
- Candidate recruitment period
  - ◊ Goal of meeting with the candidate three times
- Final date to secure a committed candidate

Among other items, the chair should clearly organize the sequence of committee activities. The following is a generic model (this model can be adapted to fit individual local needs, and the number of meetings can be increased or decreased as appropriate):

- I. **FIRST MEETING:** Make introductions. Have local leadership welcome and thank the group. Share the committee's goal as defined by the group. Set ground rules (including confidentiality). Discuss the process and timeline for the committee's work. Perform a community assessment exercise. Share thoughts on and have the committee go through the candidate profiles development exercise. Then, in light of these discussions, ask committee members to brainstorm ideas before the next meeting and be prepared to share names.
- II. **SECOND MEETING:** Search committee members should arrive with ideas of possible candidates. Briefly recap the previous meeting's outcomes and have committee members share their ideas in turn. Lead a collective discussion about each name. From the names discussed, finalize a list of possible candidates and assign each to a committee member who should personally contact him/her one-on-one with a preliminary inquiry within the next two weeks.
- III. **THIRD MEETING:** Ask committee members to share results from their first contacts with prospective candidates. Narrow the list to those persons who may be interested and have potential. Assign a small group (two or more committee members) as an interview team to each prospective candidate for an in-person meeting to be held within the next two or three weeks.
- IV. **FOURTH MEETING:** Discuss each in-depth interview. As a group, determine one or more interested, would-be candidates to invite to meet with the entire search committee. If there are none interested, go back to brainstorming names (as was done in the third meeting).
- V. **FIFTH OR LATER MEETINGS:** Interview prospective candidate(s). In private, have the committee decide whether it is satisfied and has completed its work.
- VI. **ONGOING:** Communicate with prospective candidate(s) about intentions, how the business community may rally behind him/her, and next steps.



# QUESTIONS FOR CANDIDATES

In the preceding section, three separate contacts with possible candidates were recommended, with each contact more detailed than the last. The general nature of the conversations should be as follows:

- **FIRST CONTACT:** The first contact will be made by one committee member in a one-on-one situation with a potential candidate. The purpose will be to gauge the prospective candidate's openness or interest in running; and determine his/her general policy views, his/her capacity to run, and his/her situation. This conversation should get the potential candidate thinking about a possible candidacy and its professional and personal implications, as well as set the stage for a more involved second meeting.
- **SECOND CONTACT:** The second contact should involve two or more search committee members. The goal will be to get a second, updated reading of the possible candidate's interest; drill down on the nature and stability of his/her professional and personal situations; perform a preliminary SWOT analysis; and serve as a source of ideas for questions by the full search committee in the third round.
- **THIRD CONTACT:** The third and final contact should include the full search committee. This conversation will cover topics wide and deep, including personal fundraising capacity; the support network which both the business community and the candidate could provide; his/her ability to commit time to the campaign and serve in office; political relationships in the district; and any problematic personal disclosures.

In the course of conducting these three rounds of interviews, the local search committee should develop a standard set of questions for the use of each committee member. Some questions will be specific to the district or local community, while others will be of a universal nature.

## QUESTION CATEGORIES

- 🔍 **HUMAN ELEMENT:** How stable is the potential candidate's professional situation, work life, family situation, and personal finances? Are there any personal concerns, private or public, that could impact the credibility of the candidate?
- 🔍 **POLITICS AND POLICY ISSUES:** Where does the potential candidate stand on issues that are central to the business community? What is the potential candidate's political background and involvement? Are they a "single issue" candidate?
- 🔍 **COMMUNITY RELATIONSHIPS:** What kind of civic or other involvement does the potential candidate have in his or her community? What key players can be a part of the campaign? What appeal does the candidate have to his/her own neighbors?
- 🔍 **CAPACITY TO CAMPAIGN:** What is the potential candidate's availability, work schedule, and personal or professional obligations? Has the potential candidate run for office before? Do they fully understand the time commitment: fundraising, door-knocking, community events?
- 🔍 **PERSONALITY TYPE:** Is this person driven? How able is he/she to speak publicly? How does the person do in a room of strangers? Is this person willing to work hard?

Of course, committee members need to be careful to set interviewees at ease while they are asking these very personal questions. Tact is critical in this process! But so too are thoroughness and objectivity.

After the second or third contacts, the search committee may choose to verify certain of the candidates' responses, even to the point of conducting a sort of rough-and-ready "opposition research."



## GETTING CANDIDATES STARTED

The search committee has successfully scoured the local community, and persuaded one or more pro-business candidates to run for the Minnesota legislature. Now what?

As mentioned in section 1 above, convincing a candidate to run is not enough. He/she needs to be sustained by the active involvement of the business community in order for the recruitment effort to have been worth the work.

While every legislative candidate wants support from many different constituencies in the district, business leaders can and should play the decisive role in electing a pro-business candidate from their community.

To get the candidate off on the right foot, the search committee can do two things.

**First, advise him/her on the necessary, early steps to be taken as a candidate:**

- Recruit key campaign personnel (campaign chairman, manager, and treasurer)
- Talk to local political party and legislative caucus leaders for advice (see section 9)
- File a campaign committee (see section 10) and understand basic election laws
- Raise some early money right away (from the proverbial “Christmas card list”)
- Assemble a working finance committee
- Assemble a campaign steering committee

The next steps include developing a campaign plan, budget, and timeline; and honing the candidate’s answer to the all-important question,

*“Why are you running?”*

**Second, as individuals, search committee members and business leaders can personally provide critical early help:**

- Serve on the candidate’s kitchen cabinet
- Make an early financial contribution to the campaign
- Make introductions between the candidate and key players in the community
- Host meet-and-greets and/or fundraisers
- Organize business roundtables which serve both as a sounding board for the candidate and as a way to educate him/her on issues of importance

As the candidate’s campaign progresses, there will be many other ways in which business leaders can help – from formal endorsements, “eggs-and-issues” educational events, hosting fundraisers, and non-partisan voter registration activities to direct financial contributions through political action committees (PACs) and – with no candidate coordination or foreknowledge – independent expenditures.

It is the business community’s early help and guidance which can make the most meaningful contributions to the success of a new, pro-business legislative candidate.





## PARTIES AND CAUCUSES

In recent decades, almost all Minnesota state legislators have been endorsed as candidates by either the Democratic-Farmer-Labor (DFL) or Republican parties. Although one may run as an independent or third-party candidate, the chance for success is very limited.

Minnesota's two major parties are largely organized on a grassroots level. This can be both a blessing and a curse. The benefits are that ordinary citizens can easily get involved, fresh ideas can gain currency, and new candidates can emerge quickly. However, it also means that both parties can more easily be influenced by special interest politics.

The DFL and Republican parties will endorse legislative candidates at local conventions in the spring of 2016, before filings of office open. The party endorsement process is not a legal mechanism to get on the ballot but, in most cases, it has the practical effect of narrowing the field down to a single candidate in each party.

When choosing among two or more candidates, party endorsing convention decisions can sometimes seem ideologically driven, and even reflect opinions outside of the mainstream attitude. But other conventions have a strong pragmatic streak and choose the most electable candidate to represent their party in the general election.

In rare instances, a candidate may decide to bypass the endorsing convention altogether or run in the primary anyway, even if he/she unsuccessfully sought the endorsement, to avoid leaving the fate of his/her candidacy in the hands of a relatively small number of party insiders. Nevertheless, it is rare that an unendorsed candidate defeats an endorsed one in legislative primary elections. Therefore, in the vast majority of cases, candidates are best served by participating in the party endorsement process, even if the candidate does not closely align with the ideological tendencies of the local party activists. While the process of seeking the endorsement can be time- and energy-consuming in some districts, for others it can be a relatively simple affair. The experience all depends on the unique circumstances and personalities in a given district.

For this reason, local business-led candidate recruitment efforts must reflect an understanding of the political complexion of their local parties, and advise prospective candidates accordingly. Intrepid candidates can help control their own destiny to an extent, by bringing their own supporters into the party precinct caucuses and getting them elected as convention delegates.

The leaders of the legislative caucuses, who are typically politically pragmatic, are particularly keen to have the most electable candidates earn party endorsement, win the party nomination in the primary election, and attempt to win the seat for their caucus in November. They too can provide advice to prospective candidates on how to navigate through the party endorsement process.

**The bottomline:** Party endorsement is usually worth earning – provided the candidate isn't perceived by mainstream voters as too attached to ideological party activists, and can run on his/her personal strengths. The endorsement gives the candidate access to valuable official party resources, including voter and contributor lists, volunteers, sample ballots, coordinated voter contact, and get-out-the-vote efforts.

The legislative caucus campaign committees can be an even more important resource to candidates. They hold campaign schools, can provide detailed district voting profiles and precinct targeting information, often help shape candidates' messaging and campaign plans, and are a source for richly experienced advice. For candidates in highly competitive seats, the caucus campaign committees provide even more direct support.





## LEGAL INFORMATION

Running for public office requires knowledge of and compliance with the state's elections laws. Search committees should be broadly aware of these legal requirements so they can properly instruct prospective candidates about what is involved.

The Minnesota Campaign Finance and Public Disclosure Board provides an updated, user-friendly Legislative and Constitutional Office Candidate Handbook on its website ([http://www.cfboard.state.mn.us/handbook/handbook\\_const\\_leg\\_candidates.pdf](http://www.cfboard.state.mn.us/handbook/handbook_const_leg_candidates.pdf)). It provides comprehensive information about financial compliance in an easy-to-use format and is essential reading for candidates and their key campaign volunteers.

The Minnesota Secretary of State also provides a Campaign Manual (<http://www.sos.state.mn.us/Modules/ShowDocument.aspx?documentid=1020>) that contains important information about state laws and regulations related to running for office.

**REGISTERING A COMMITTEE.** A candidate for legislative or other state office must register a campaign committee with the Campaign Finance Board within 14 days of raising or spending more than \$750 for the campaign. Registering a committee requires creating a committee name, setting up a bank account in the name of the committee, and the designation of a treasurer and committee chair. The registration form is available on Campaign Finance Board's website, [www.cfboard.state.mn.us](http://www.cfboard.state.mn.us).

**FINANCIAL REPORTING.** When the candidate's campaign committee has been filed, its treasurer must properly maintain financial records, and periodically report to the Board on its receipts and expenditures. The reporting requirement is serious business, so a competent, honest, and well-organized treasurer is an essential person on the candidate's team. The Board offers training sessions and online tutorials to help campaign treasurers learn how to file reports correctly. See the Campaign Finance Board's website and handbook for details.

**FUNDRAISING.** Minnesota election laws regulate how much money candidates can raise from particular sources (private individuals, lobbyists, political action committees, and party units). These laws also limit campaign spending if the candidate chooses to accept partial public financing. See the Campaign Finance Board's website and handbook for details.

**FILING FOR OFFICE.** The candidate must officially file an Affidavit of Candidacy during May 17-31, 2016, in order to have his/her name on the primary (and general) election ballot. The affidavit is filed with the Minnesota Secretary of State's office or local county elections office (depending on the district), along with a filing fee or sufficient petition signatures. See the "Elections and Voting" page of the Minnesota Secretary of State's website, [www.sos.state.mn.us](http://www.sos.state.mn.us), to find more information and forms.

**CAMPAIGN PRACTICES.** Political campaigns are tough and sometimes rough, but there are laws which govern the conduct of campaign activity. The Minnesota Secretary of State's office publishes a campaign manual of all applicable laws, which can be found on its website. The political parties and caucuses typically offer a review of these laws in their campaign schools, and can often provide helpful advice to individual candidates. Candidates must be aware that some local jurisdictions also have ordinances effecting campaign activity, notably on the timing and placement of lawn signs.

# RESOURCES

Search committees and prospective candidates may find the following organizations helpful and content on their websites useful.

Local chamber search committees may contact us directly for further information and assistance:

## **MINNESOTA CHAMBER OF COMMERCE**

400 Robert Street North  
Suite 1500  
Saint Paul, MN 55101  
[www.mnchamber.com](http://www.mnchamber.com)  
800.821.2230  
651.292.4650

## **JENNIFER BYERS**

Vice President, Grassroots and Local Chamber Relations  
[jbyers@mnchamber.com](mailto:jbyers@mnchamber.com)

The Campaign Finance Board's staff provides training sessions, online tutorials, and direct advice and help on all matters relating to campaign financial disclosure requirements. Candidates can find a useful handbook and all legal forms on its website.

## **MINNESOTA CAMPAIGN FINANCE AND PUBLIC DISCLOSURE BOARD**

190 Centennial Office Building  
658 Cedar Street  
Saint Paul, MN 55155-1603  
[www.cfboard.state.mn.us](http://www.cfboard.state.mn.us)  
651.539.1180  
800.657.3889

The campaign committees of the four legislative caucuses can provide prospective candidates and localized candidate search efforts with a wealth of advice, district profile data, and other information. The caucus leaders are especially interested in helping good candidates in winnable districts.

## **DFL SENATE CAUCUS**

P.O. Box 7307  
Saint Paul, MN 55107  
[senatedflcaucus.com](http://senatedflcaucus.com)  
651.251.6365  
Chair: Senator Tom Bakk, Senate Majority Leader

## **SENATE VICTORY FUND** [Minnesota Senate Republican Caucus]

161 St. Anthony Avenue  
Suite 902  
Saint Paul, MN 55103  
[senatevictoryfund.com](http://senatevictoryfund.com)  
651.487.0088  
Chair: Senator David Hann, Senate Minority Leader

### **DFL HOUSE CAUCUS**

255 East Plato Boulevard

Saint Paul, MN 55107

dfthouse.com

651.251.6344

Chair: Representative Paul Thissen, House Minority Leader

### **HOUSE REPUBLICAN CAMPAIGN COMMITTEE (HRCC)**

525 Park Street

Suite 245

Saint Paul, MN 55103

mnhrcc.com

651.225.8586

Chair: Representative Kurt Daudt, Speaker of the House

The state committees of both major parties can provide general advice, lists of local activists, and other information.

### **MINNESOTA DEMOCRATIC-FARMER-LABOR PARTY**

255 East Plato Boulevard

Saint Paul, MN 55107

df.org

651.293.1200

800.999.7457

### **REPUBLICAN PARTY OF MINNESOTA**

2200 East Franklin Avenue

Suite 201

Minneapolis, MN 55404

www.mngop.com

651.222.0022