



Progressive Democrats of Benicia
Endorsement Process
(Approved, 3/13/18)

A political endorsement is an official statement of support from the Progressive Democrats of Benicia for a particular candidate or ballot measure. It means the candidate's record, performance, and willingness, and/or past history of promoting a majority of the Club's ideals, or a ballot measure's purpose and goals, are in alignment with the Club's positions and Core Principles. An endorsement is a written/verbal recommendation for a particular candidate or ballot measure.

- A. The Club's endorsement process will be conducted by members of the Endorsement Committee, a subcommittee of the Club's Executive Committee. The Endorsement Committee shall include at least one (1) Executive Committee member, who shall seek additional members from the Club's membership. Any Club member may request to join the Committee. Upon completion of the review process, the Committee will present to the Executive Committee its recommendations for endorsements of any candidates or ballot measures for presentation to the Club's membership for vote.
- B. Identify offices up for partisan or non-partisan elections and the candidates running for each, and any ballot measures of interest.
 - a. The Club may choose to endorse in none, one, or all offices in primary and general elections, or any ballot measures subject to vote.
 - b. An important consideration when deciding to endorse a candidate: When the electability of a particular candidate for office is in an unfamiliar district, in which the majority populations beliefs are less progressive and/or more conservative, it may be better, to leave the endorsement to the local Democratic Party within that area to decide who's the most electable candidate.
- C. Investigate the record of each candidate, or history and purposes of the ballot measure(s) under consideration for endorsement.
 - a. Past political performance and achievements in recent positions.
 - b. Voting record on progressive and non-progressive issues.
 - c. Why does candidate want the Club's endorsement?
 - d. If a ballot measure, review history of issues pertaining to the measure, who supports and opposes, and the impact of the measure on progressive policies and programs.
- D. Assess the electability of each candidate, or likelihood of success/failure of a ballot measure. Assessments of the candidate or ballot measure on issues, values, and ideals being equal, the Club's endorsement may consider electability, including finances, as a factor.
 - a. How much money has the candidate, or ballot measure's sponsors, raised and where does it come from?
 - i. What is the candidate's financial strength, or ballot measure's supporters/opponents financial strength?

- ii. What is the percentage of corporate donors to small public donors?
 - iii. Who are the corporate donors?
 - b. Is there a Volunteers Network? What organizations or individuals support the candidate, or the success/failure of the ballot measure?
 - c. How does the financial support of the candidate or ballot measure sponsor compare to the others in the candidate's race or to those who oppose the measure?
 - d. What is the strength of staff and advisors? What is their willingness to campaign for the candidate or ballot measure?
- E. Identify the parameters that must be met by any candidate who wants the Club's endorsement, or by a ballot measure under consideration for endorsement.
 - a. If a candidate, must be a registered Democrat. A ballot measure must be consistent with the Club's Mission Statement and Core Principles.
 - b. If a candidate, each Democrat running for the office under consideration for endorsement shall have the opportunity to seek the Club's endorsement.
 - c. A candidate's commitment to or history of promoting a majority of the Club's ideals.
 - d. If a ballot measure, its sponsor's history of promoting progressive actions and programs consistent with the Club's Mission Statement and Core Principles.
- F. A Questionnaire on key issues and concerns will be sent to candidate(s), or if a ballot measure then sent to the ballot's principal sponsor.
 - a. Questions should be based on current issues, including those in the context of the Club's Mission Statement and Core Principles.
 - b. Questions to be sent with a cover letter summarizing endorsement process to the candidates, or ballot measures, seeking endorsements. Response should be due within 10 days.
 - c. In-person interviews with candidates for local elections, or with sponsors of local ballot measures, are strongly encouraged. During interviews, the candidate's verbal knowledge of the Club's issues, and the candidate's electability, should be assessed. If a ballot measure, the likelihood of its success should be considered.
 - d. Information from responses to the questionnaires, and a summary of the interviews conducted with candidates or ballot measure sponsors, will be provided to the Club's membership no less than one week from presentation for vote to membership. This information will also include any recommendations for endorsement the Executive Committee intends to present for vote.
- G. Vote for Endorsement.
 - a. A vote of 50% plus one (1) of members present and voting is required to receive the Club's endorsement.
 - b. The Club may choose to make an early endorsement, which is an endorsement prior to the filing deadline for the position to be endorsed. A candidate must receive 55% of the members present and voting to receive an early endorsement.

- H. Post-Endorsement – Promoting the candidate(s) or ballot measure(s) chosen for endorsement to ensure election or passage.
 - a. Coordinating the Club’s efforts with activities of other organizations supporting the candidate or ballot measure
 - b. Door to door canvassing
 - c. Phone banks
 - d. Post cards and letter writing parties/campaigns
 - e. Press and media releases
 - f. Fundraising, “meet and greet” house/candidate parties
 - g. Printed materials