



Candidate Recruitment Handbook

Step 1: Begin looking for potential candidate prospects.

Drafting a simple e-mail or letter to your business colleagues could help discover some talented and respected individuals who may have never considered running for public office. The example below is one way to begin your search process.

Dear _____:

I am working with United for Washington, a non-profit, non-partisan organization, to identify and recruit candidates interested in offering their professional business expertise to the Washington State Legislature by becoming a candidate for State Senator or Representative. United for Washington helps businesses of all sizes understand how the laws passed in Olympia affect their bottom line, and which candidates - regardless of party - support a legislative agenda that promotes and advances a healthy climate in which private sector industries can flourish in our state.

We need private citizens to contribute the expertise and skill set that they have garnered in the private sector to offer creative and innovative solutions for current issues facing our state government. Issues such as how to reign in unsustainable health care spending growth that is crowding out funding for other priorities critical to the long term prosperity of the state, improve the quality of K-12 and post-secondary education and continue the progress made in recent years to upgrade transportation infrastructure.

We are looking for individuals, Democrats, Independents and Republicans who are active in their community at the same time committed to improving the state for businesses of all sizes. We have identified several legislative district opportunities for 2008, 2010 and beyond. United for Washington leadership is now reaching out to those communities across the state to find high quality candidates. It is never too early to begin building a successful campaign. Candidates who are interested in running for office will be assisted through training such as issue briefings and the mechanics of how run a successful campaign.

In every community there are high profile individuals who have natural leadership skills. We most often find them already serving their community as school board

members, city council members, chamber members, church board members, business owners or health care professionals, but they can also be homemakers, neighbors or friends.

If you know of someone that may be interested in serving the people of Washington, please forward their contact information to me. Also, please feel free to forward this message to others that may be able to identify candidates as well.

This truly is an exciting opportunity for leaders in your community, and the time to encourage them to public service is now.

Thanks.

[Your Name]

Step 2: Share your findings with United for Washington.

For more information about ways to encourage and support your colleagues who want to serve, please contact us at:

United for Washington
1275 12th Avenue NW, Suite 2
Issaquah, WA 98027
425-313-0074
www.unitedforwashington.org