CSEA’S
POLITICAL
ENDORSEMENT
PROCESS

A Comprehensive Guide
on the CSEA
Endorsement Process

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LEGISLATIVE AND POLITICAL ACTION DEPARTMENT
Table of Contents

A Message from CSEA President Danny Donohue.........................................................1
What is an Endorsement?.........................................................................................3
What Does a CSEA Endorsement Mean to Candidates?........................................3
Who Makes The Endorsements?.............................................................................4
What Type of Elections Are There?.........................................................................5
When to Get Started?...............................................................................................6
Screening Candidates ...............................................................................................6
Candidate Screening Tools .......................................................................................7
How Do We Decide Who To Endorse?.....................................................................9
CSEA Official Policies To Be Aware Of .................................................................10
After Endorsements Are Approved.........................................................................11
Sample Materials Attached....................................................................................12
A Message from CSEA President Danny Donohue

Involvement in political elections is just as important for CSEA members as negotiating and enforcing a contract. As public employees, our bosses are the politicians (or supervisors they hire). Therefore, our livelihoods are directly affected by the decisions made by elected officials.

I believe informed and energetic activists can make a difference in the outcome of elections. That is why, year after year, CSEA must decide which candidates to support through our endorsement process.

The purpose of this manual is to educate CSEA locals and units on the CSEA endorsement process in order to build a stronger and more powerful union for the membership.

In Unity

Danny Donohue,
President
What is an endorsement?

A political endorsement is an official statement of support from CSEA for a particular candidate. It means the candidate's record, performance in office or promise of future relations are up to CSEA’s high standards.

A CSEA endorsement is a “seal of approval” for a particular candidate.

What does a CSEA endorsement mean to candidates?

A CSEA endorsement for a candidate means the candidate can tell voters that he has the support and backing of the Civil Service Employees Association.

A CSEA endorsement also makes a candidate eligible for campaign resources, including but not limited to financial contributions, printing services, phone banks, robo calls, and campaign volunteers.
Who makes the endorsements?

**Federal and Statewide Elections**

In federal elections (president, vice-president and congress) and statewide elections (governor, lieutenant governor, attorney general, comptroller) final authority for such endorsements rests with the Statewide President of CSEA.

**State Legislative Elections**

In state legislative elections (assembly, senate) the final authority rests with the Statewide Legislative and Political Action Committee (PAC) based on recommendations from Regional PACs.

The statewide PAC is a standing committee of CSEA, Inc. with representatives from each region.

**Local Elections**

In local government elections (county executive, county legislature, mayor, town supervisor, school board member) the Regional PAC provides the final endorsement based on recommendations from local political action committees.

In local elections, a governing factor in the decision to endorse shall be the recommendation of the specific CSEA local/unit where working conditions are directly impacted by the political office. In cases where there are more than one unit impacted equally, it is recommended the endorsement screening process include representation from each of the local/units impacted by the political office.

*NOTE:* Units are required to submit their recommendations to the Local PAC. However, in the event the Local does not have an active PAC then a unit should forward their recommendations to the Local President and Region PAC for consideration. In all instances a Unit is encouraged to inform the Region PAC of endorsement recommendations made to the Local PAC.
What type of elections are there?

**General Elections** - held the first Tuesday after the first Monday in November.

**Primary Elections** - contest between candidates of the same political party held on the First Tuesday following the Second Monday in September.

**School Board and Budget** - held on Third Tuesday of May

**Village Elections** – held on the third Tuesday in March

**Referendum and propositions**

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**EXAMPLES OF ELECTIONS WE SHOULD BE INVOLVED WITH**

<table>
<thead>
<tr>
<th>Presidential (Primary &amp; General) (FE)</th>
<th>County Executive (LG)</th>
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<tbody>
<tr>
<td>U.S. Senate (FE)</td>
<td>County Comptroller (LG)</td>
</tr>
<tr>
<td>Congressional (FE)</td>
<td>County Leg/Board of Sup (LG)</td>
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<tr>
<td>Governor (SW)</td>
<td>Mayor (LG)</td>
</tr>
<tr>
<td>Lt. Governor (SW)</td>
<td>City Council (LG)</td>
</tr>
<tr>
<td>State Comptroller (SW)</td>
<td>Town Supervisor (LG)</td>
</tr>
<tr>
<td>State Attorney General (SW)</td>
<td>Town Council (LG)</td>
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<tr>
<td>National Party Conv Del (SW)</td>
<td>District Attorney (LG)</td>
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<tr>
<td>NYS Senate &amp; Assembly (SL)</td>
<td>Library Board (LG)</td>
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<tr>
<td></td>
<td>Village Trustees (LG)</td>
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<tr>
<td></td>
<td>School Board &amp; Budget (LG)</td>
</tr>
<tr>
<td></td>
<td>Sheriff (LG)</td>
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</tbody>
</table>

**FE** - Federal Election  **SL** - State Legislative Elections

**SW** - Statewide Election  **LG** - Local Government Election
**When and how to get started?**

For General and Primary Elections, May/June is a good time to begin the endorsement process, while School Board Elections early April.

A great start to the endorsement process is to identify which offices are up for elections and all the candidates running. Useful resources to determine which offices are up for election are county boards of elections web sites.

Investigate the record of each candidate. A search through local news media can be helpful to find out everything you need to know, including:

- Past political performance;
- Voting record, if an incumbent
- Record of support or opposition to the needs of public employees;
- The interest of that candidate in having CSEA’s endorsement;

Investigate the capability of the candidate to wage a serious political campaign. Some of the questions to ask are:

- Does the candidate have sufficient money and volunteers?
- Do other candidates have more or less?
- Does the candidate have experienced advisors?

It is important to assess the ability of the candidate to run a winning campaign so you can avoid spending valuable time, money and volunteers on obvious non-contenders.
Candidate screening tools

Questionnaire and Personal Interviews

Now you're almost ready to start the process. But before you do:

The PAC should determine in advance what parameters (based on CSEA needs and goals) should be met by any candidate seeking endorsement.

The PAC is required to use either questionnaires or personal interviews as screening tools in the endorsement process, though it is recommended a combination of both be used to provide the best results.

Questionnaire

Prepare a list of questions about key issues or programs that are important to CSEA members (a sample is provided later in this guidebook).

Prepare a cover letter explaining your candidate questionnaire and outline briefly the endorsement process. Then provide it to each candidate seeking our endorsement. The PAC is required to solicit all candidates if possible.

Establish a deadline to return all answers. Allow candidates at least ten days to reply.
Personal Interview

Invite candidates to meet with members of the PAC by setting specific appointments allowing at least 20 (or more) minutes per interview.

Take careful notes.

Talk to only one candidate at a time.

Ask each candidate the same questions so you can make comparisons from each of their answers.

Don't allow the candidate to take over the interview. You're in control, keep it that way! Stick to your questions and schedule.

Use the Interview as an opportunity to educate candidates on specific issues important to CSEA members that perhaps the candidate was not fully aware.

Note on Incumbents:

You may want to decide before conducting interviews that incumbent office holders with an 80 - 90 percent pro-CSEA record do not have to go through the screening process. Those who are close to CSEA and support its policies could be automatically recommended for endorsement because they deserve it. If an opponent requests an interview, you should allow one. Tell the candidate of your policy of supporting proven CSEA supporters.
How do we decide who to endorse?

As a committee, the PAC reviews all pertinent information, including initial research, answers to the questionnaire, a thorough evaluation of interview responses, and a candidates chances of winning, along with any other information pertaining to the candidate(s).

After discussion the PAC should hold a formal vote of each candidate with a simple majority determining the recommendation/endorsement.

The recommendation, along with any requested resources, is then forwarded to the authorized Regional or Statewide PAC for review and final approval.

PAC conflicts of interest

It is incumbent upon each PAC member to maintain an impartial and non-partisan view.

Therefore, committee members shall disqualify themselves from participation in the screening/endorsement process of CSEA where such endorsement poses a conflict of interest with the committee member's elective or appointed political office.
CSEA official policies to be aware of

Unofficial Endorsements
No local/unit/member may endorse (or give the appearance of endorsing by publicizing to the membership or media) any candidate for political or party office or any proposition until that candidate or proposition has been approved by the applicable Political Action Committee.

No member or officer of a local or unit shall make, or cause to be made, either directly or indirectly, any expenditure, reimbursement or contribution of any kind from union funds or property for political or ideological purposes, nor make any loans or incur any indebtedness for such purposes.

Such actions are in violation of the CSEA Constitution.

Campaign contributions
The Political Action Committees that have authority to approve endorsements also have authority to approve expenditures on behalf of endorsed candidates or ballot initiatives. In state executive and state legislative races, final authority for approving contributions rests with the "Political Action Fund" based upon recommendation by the Statewide Legislative and Political Action Committee. In local government elections, the Regional Political Action Committee has sole authority for approving expenditures.

There are a number of legal requirements and internal CSEA controls that need to be followed. Check with your regional political action coordinator for details but keep this specific point in mind: Any campaign activity on behalf of a candidate or a campaign that costs money or has a monetary value (financial contribution, printing/mailing a post card, printing/copying campaign literature, operating a phonebank, paying for a newspaper advertisement) or the use of the CSEA logo on behalf of an endorsement, must be preapproved by the applicable Political Action Committee.
After endorsements are approved

The first thing is to notify the local and unit membership directly affected by the endorsement. Next notify the candidate that he/she has been endorsed. Check with the regional PAC chair or coordinator for the procedure used in your region.

Any candidate who has taken the time to be interviewed deserves a thank you, whether or not you endorsed them. After all, your endorsed candidate may lose and you may have to work with the other candidate in office.

After the approved endorsement, the PAC now turns their attention towards getting the endorsed candidate(s) elected.

This includes being involved in all aspects of the campaign process, which may entail any of the following:

- Door to Door walk programs
- Phone Banks
- A post card mailed to CSEA members encouraging them to vote for the endorsed candidate;
- Press release; Advertisements
- CSEA Financial contribution;
- Printed materials, flyers, door hangers, etc.
- Any other specific campaign projects for volunteers.
- Worksite flyer distribution
Sample materials attached

In the remainder of this booklet you will find applicable SAMPLE materials used for the Endorsement Recommendation Process. For electronic sample documents please contact your region political action coordinator.

1. Endorsement Process Schedule
2. Sample Letter to Party Leaders/Candidates
3. Sample Letter/Email to Candidates asking them to complete Questionnaire
4. Developing Questionnaire
5. Interview Appointment Notice
6. Endorsement Recommendation Form (from Region PAC)
7. Letter to Endorsed Candidates
8. Letter to Non-Endorsed Candidates
9. Announcing Endorsement - Memo; Web-posting; Email; Press Release
10. Sample Postcard Mailing
11. Letter to Successful Candidates Endorsed by CSEA
12. Letter Of Congratulations to Non-Endorsed Candidates
13. Letter to Unsuccessful Candidates Endorsed by CSEA
# SAMPLE ENDORSMENT PROCESS SCHEDULE FOR GENERAL ELECTION
(For Special Elections or School District Elections Check with Region PAC For Schedule)

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>MAY</strong></td>
<td>Local and Unit political action committees (PACs) formed and meet to begin the endorsement process by reviewing the CSEA Endorsement Process Guideline booklet.</td>
</tr>
<tr>
<td><strong>MAY/JUNE</strong></td>
<td>The PAC should identify which offices are up for election in their jurisdiction and which races to get involved with. See page 7.</td>
</tr>
<tr>
<td><strong>JUNE/JULY</strong></td>
<td>PACs should mail out invitations and/or questionnaires to candidates for a formal interview.</td>
</tr>
<tr>
<td><strong>JUNE/JULY</strong></td>
<td>During this period PACs should conduct interviews and/or review questionnaires of candidates seeking CSEA’s endorsement. After concluding interviews, the PAC should meet to discuss and determine which candidates they would like to recommend for endorsement and forward all formal recommendation forms to the Region or Statewide PAC for review.</td>
</tr>
<tr>
<td><strong>AUGUST to ELECTION</strong></td>
<td><strong>After a candidate is approved for endorsement, the PAC(s) now must work to get the candidate elected!</strong> This includes any assistance for candidate(s) as requested and approved.</td>
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</table>
SAMPLE LETTER TO PARTY LEADERS AND/OR CANDIDATES

<Date>

<Name>
<Title>
<Street Address>
<City, State, Zip>

Dear <Name>

The Political Action Committee of (Region, Coalition or Local) of the Civil Service Employees Association, Inc. will be considering candidates interested in CSEA's endorsement in the upcoming (primary, general or school) elections.

As you know, CSEA is one of the largest representatives of employees in New York with thousands of active and retired State, Local Government, School District and private sector workers living in (name) county. We are dedicated to establishing an effective working relationship with area elected officials and to make our communities a better place to live and work.

Should any of your party's candidates for office be interested in CSEA's endorsement, please have them contact <Region, Coalition or Local CSEA contact> at <Home phone if contact is a member> or by writing <Region, Local or member home address> at their earliest possible convenience. All major party candidates are afforded equal consideration for endorsement. A representative of CSEA Political Action will follow up with interested candidate regarding endorsement time schedules, questionnaires and personal interviews.

Thank you and please do not hesitate to contact me if you have any questions.

Sincerely,

<Region or Local/Unit Coalition> Political Action Committee Chair
<DATE>

<CANDIDATE'S NAME>
<STREET ADDRESS>
<CITY, STATE, ZIP>

Dear <CANDIDATE'S NAME>,

The Civil Service Employees Association, Inc. (CSEA) is one of the largest representatives of employees in New York with thousands of active and retired state, local government, school district and private sector workers living in the area.

CSEA will be considering the endorsement of candidates in the upcoming local elections. If you are interested in our endorsement, it would be helpful to know your views on issues important to our membership. Enclosed for your consideration is a questionnaire that aids in our decision making process. Failure to acknowledge or respond to this questionnaire will indicate your non-interest in our endorsement.

The actual endorsement of candidates is accomplished by the Regional Political Action Committee relying, in part, on local recommendations, this questionnaire, and where appropriate, voting records and personal interviews.

We would appreciate you taking a few minutes to answer these questions and return them to <Region, Coalition or Local contact> at <Region, Coalition, or Local address>. Kindly reply before <date>.

We appreciate your interest in CSEA’s endorsement.

Sincerely,

<REGION OR LOCAL/UNIT COALITION>
Political Action Committee Chair
A CSEA endorsement of your candidacy reflects your support of working people, their families, and the community in which they live. CSEA will stand behind and support any candidate that receives an endorsement.

**CANDIDATE INFORMATION**

Name: _____________________ Political Office: _____________________
Political Affiliation: _____________________ Term of Office: _____________________
Incumbent: NO YES If Yes, when were you first elected? ____________
Campaign Committee Name: _____________________
Campaign Address: _____________________
Phone: _____________________ Email: _____________________
Campaign Manager Name or Campaign Contact(s): _____________________

What party lines has candidate received or is seeking?
Conservative - Democrat - Independence - Republican - Working Families

Please use an additional piece of paper or the back of the questionnaire if necessary.
2009 CSEA Candidate Questionnaire
Southern Region 3 Political Action Committee

1) Have you had any participation in matters of interest to public employees? If so, please describe.

2) Due to the downturn in the economy, local governments have been forced to deal with reduced levels of revenue while at the same time are faced with the task of providing the same level of services. What remedies do you support to address revenue shortfalls?

3) Privatization of government services is often an option looked at as a money saving venture. What is your position on contracting out services currently being provided by public employees?

4) Labor/management committees are a tool both management and labor have used for problem solving in the workforce. If you were to get elected would you be willing to actively participate in any existing committee and if none existed would you support the creation of a labor/management committee?

5) Legislation in Congress right now called the Employee Free Choice Act would allow employees to form a union either by a secret ballot vote OR by a majority signing union-authorization cards. Do you think this legislation is necessary? Why?

6) Do you support the defined-benefit pension system for New York State and local government employees?

7) Are you in favor of maintaining the present level of local government services and keeping the workforce at its current level?

8) Why do you seek a CSEA endorsement?
SAMPLE LETTER OR EMAIL ANNOUNCING INTERVIEWING DATE/LOCATION

<DATE>

<CANDIDATE'S NAME>
<CARD ADDRESS>
<CITY, STATE, ZIP>

Dear <CANDIDATE'S NAME>,

Thank you for returning CSEA's candidate questionnaire. Your responses will help our considerations for endorsement in the upcoming elections.

Representatives from the <REGIONAL or LOCAL/UNIT COALITION> Political Action Committee will be conducting personal interviews the evenings of <DAY>, <DATE> and <DAY>, <DATE>. These interviews will be held at the <LOCATION AND ADDRESS>.

So that we may finalize our plans for these evenings, and provide specific interview times, I ask that you confirm your attendance by contacting me at <TELEPHONE NUMBER>

Thank you, and we look forward to seeing you on the <DATE OF INTERVIEW>.

Sincerely,

<REGION OR LOCAL/UNIT COALITION>
Political Action Committee Chair
CENTRAL REGION 5
ENDORSEMENT RECOMMENDATION FORM

NAME OF CANDIDATE: ________________________________________________________________

MAILING ADDRESS: ........................................................................................................
(STREET)
..............................................................................................................................
(CITY) ..............................................................................................................................
(STATE) ............................................................................................................................
(ZIP) .................................................................................................................................

ELECTIVE OFFICE SOUGHT .............................................................................................
DISTRICT NAME / NUMBER (WHERE APPROPRIATE)

OPPOSED / UNOPPOSED .................................................................................................
(CIRCLE ONE)
PARTY AFFILIATION: _______________________________________________________________

CAMPAIGN ASSISTANCE RECOMMENDED:

☐ ENDORSEMENT ONLY ☐ DIRECT CONTRIBUTION $ ☐ POST CARD MAILING

☐ OTHER: ...........................................................................................................................

CANDIDATE’S ELECTION (OR RE-ELECTION) COMMITTEE NAME AND ADDRESS:
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

CSEA’S RECOMMENDED ENDORSEMENT PROCEDURES LISTED BELOW HAVE BEEN FOLLOWED:

☑ ALL COUNTY MAJOR PARTY CHAIRS WERE NOTIFIED BY LETTER, TO ADVISE THEIR CANDIDATES OF
THE CSEA ENDORSEMENT PROCESS AND HOW TO SEEK ENDORSEMENT.

☑ CANDIDATE BEING RECOMMENDED HAS COMPLETED A QUESTIONNAIRE.

ALSO

☐ CANDIDATE WAS PERSONALLY INTERVIEWED ON: ________________________ 2009
(DATE)

☐ CSEA OFFICERS AND/OR MEMBERS, WHOSE TERMS AND CONDITIONS OF EMPLOYMENT IS
IMPACTED BY THIS OFFICE, WERE INVOLVED IN THE INTERVIEW PROCESS AND AGREE WITH THIS
RECOMMENDATION.

IF NO, PLEASE EXPLAIN: .............................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

NAME OF CSEA LOCAL P. A. C. MAKING RECOMMENDATION: _______________________

SIGNED: ............................................................................................................................

*ENDORSEMENT RECOMMENDATIONS AND CAMPAIGN ASSISTANCE TO BE DETERMINED
BY THE CENTRAL REGION 5 POLITICAL ACTION COMMITTEE
SAMPLE LETTER TO ENDORSED CANDIDATES

<Date>

<Candidate Name>
<Title or Position if Incumbent>
<Street Address>
<City, State, Zip>

Dear <Candidate’s Name>,

It is a pleasure to inform you that CSEA's Regional Political Action Committee has endorsed your candidacy for <Elected Office> as recommended by Local <Number> <or Name of Coalition>.

This endorsement acknowledges your interests in the issues affecting workers and your commitment to addressing the needs of all hard working men and women in your District. As such, your endorsement will be made public through our Communications Department in the near future. We also stand ready to help your campaign in other ways.

Please contact our Region Political Action Chair <or Local Contact>, <Name and Phone Number> if you have any questions or if we might be of additional assistance.

Best wishes in your campaign.

Sincerely,

<Region President> or
<Region PAC Chair>
SAMPLE LETTER TO NON ENDORSED CANDIDATES

<DATE>

<CANDIDATE’S NAME>
<TITLE OR POSITION IF INCUMBENT>
<STREET ADDRESS>
<CITY, TOWN, ZIP>

Dear <Candidate's Name>,

The Civil Service Employees Association, Inc. would like to thank you for taking the time to meet with our <REGIONAL, LOCAL, COALITION> Political Action Committee on <DATE>.

It is our intent that the interview process be a way to establish personal contact and share information with candidates seeking office. We hope you found it to be a positive experience. Although we were impressed with your presentation and your interest in issues affecting employees, we are unable to endorse your candidacy in this particular race.

We wish you well in your campaign efforts and hope to be able to work with you in the future on other projects of mutual interest.

[Sample paragraph if candidate has been endorsed in previous elections]

As you know, CSEA has supported your re-election to the <OFFICE> for a number of years. Our support has historically been an acknowledgment of your interest in the issues affecting public employees. However, after careful review of critical issues and voting records, we find we are unable to support your bid for re-election to the <NAME OF OFFICE>.

Sincerely,

(REGION PRESIDENT) or
(REGION PAC CHAIR)
SAMPLE ANNOUNCEMENT OF ENDORSEMENTS
TO LOCAL/UNIT PRESIDENTS
MEMO, WEBPOSTING, EMAIL, OR PRESS RELEASE

<DATE>

TO: LOCAL AND UNIT PRESIDENTS

Enclosed is a listing of those candidates seeking political office in your area who have been endorsed by CSEA's Regional Political Action Committee.

These endorsements were recommended by members of the respective Locals <OR COALITIONS> after interviewing each candidate, reviewing their records and determining their position on issues of importance to public employees. As such, we believe their election will be of benefit to CSEA members.

I ask that you encourage your members, their families and friends to support these endorsed candidates on <DATE OF ELECTION>. I also ask that you reproduce these notices and distribute them as best you can.

<IF APPROPRIATE>
We are also conducting a number of campaign activities from the Region Office in support of our endorsed candidates and I ask that you call to volunteer some time for this important area of union involvement.

Should you have any questions in this regard, feel free to contact the Regional Political Action Coordinator, <NAME>, at <PHONE NUMBER>.

Fraternally,
<CSEA Region President>
SAMPLE POSTCARD MAILING

2010 VOTE 2010
CSEA has endorsed

ROY 
McDONALD ○
Your State Senator

TOM 
DiNAPOLI ○
Your Comptroller

* Be sure to fill in the circle to vote.

McDonald and DiNapoli have long fought for CSEA members and their families. Keep them in office!

VOTE for McDonald & DiNapoli — Tuesday, Nov 2
Polls are open 6 am – 9 pm

Local 1000 AFSCME, AFL-CIO

Danny Donohue, President / Bill Walsh, State PAC Chair

CSEA Member Name
Member Address
City, State Zip

VOTE — Nov. 2nd

Local 1000 AFSCME, AFL-CIO
145 Washington Avenue
Albany, NY 12210
SAMPLE LETTER TO SUCCESSFUL CANDIDATES
ENDORSED BY CSEA

<Date>

<Candidate's Name>
<Street Address>
<City, State, Zip>

Dear <Candidate's Name>,

On behalf of all CSEA members in Region <Number> or Local <Number>, I want to extend our sincere congratulations on your <re-election victory. We were pleased to support your candidacy and take comfort in knowing that the constituents will be well served by your <re-election to the <Name of Legislative Body>.

Optional Paragraph
I would also like to report on the various activities CSEA undertook on behalf of your campaign.

Select Appropriate Activities
✓ A press release was sent to all local media announcing your endorsement.
✓ A special postcard urging your election was mailed to all registered CSEA members in the District.
✓ A direct financial contribution in the amount of <Dollars> was made to your campaign.
✓ Paid political advertisements were placed with Local <Print or Radio>
✓ Over <Number> telephone calls were placed to CSEA members urging your election.
✓ CSEA volunteers assisted in other activities such <Headquarters Work, Door to Door Canvassing, Rally, etc.>.

Again, congratulations on your victory and we look forward to working with you on issues of importance to CSEA members.

Sincerely,

<Region President> or
<Region PAC Chair>
<DATE>

Honorable <CANDIDATE'S NAME> <TITLE>
<STREET ADDRESS>
<CITY, STATE, ZIP>

Dear <CANDIDATE'S NAME>,

On behalf of the Region <NUMBER> Political Action Committee, I offer our congratulations on your <re->election to the <NAME OF OFFICE>.

It is our sincere hope that we can establish a dialogue on issues of mutual interest and foster greater understanding and communication between CSEA and <NAME OF LEGISLATIVE BODY>.

Again, congratulations on your victory and we look forward to working with you on issues of importance to CSEA members.

Sincerely,

<REGION PRESIDENT>

or

<REGION PAC CHAIR>
SAMPLE LETTER TO UNSUCCESSFUL CANDIDATES
ENDORSED BY CSEA

<DATE>

<CANDIDATE'S NAME>
<STREET ADDRESS>
<CITY, STATE, ZIP>

Dear <CANDIDATE'S NAME>,

On behalf of all CSEA members in Region <NUMBER>, I want to express our deep disappointment in the outcome of your election. CSEA was proud to support your candidacy and commend you on your campaign efforts.

<OPTIONAL PARAGRAPH>
I would also like to report on the various activities CSEA undertook on behalf of your campaign.

<SELECT APPROPRIATE ACTIVITIES>
✓ A press release was sent to all local media announcing your endorsement.
✓ A special postcard urging your election was mailed to all registered CSEA members in the District.
✓ A Direct financial contribution in the amount of <DOLLARS> was made to your campaign.
✓ Paid political advertisements were placed with Local <PRINT OR RADIO>
✓ Over <NUMBER> telephone calls were placed to CSEA members urging your election.
✓ CSEA volunteers assisted in other activities such <HEADQUARTERS WORK, DOOR TO DOOR CANVASSING, RALLY, ETC.>.

We hope the election results do not discourage you from participating in the political process and we look forward to interviewing you again, should you seek office in the future.

Sincerely,

REGION PRESIDENT> or
<REGION PAC CHAIR>