

Political Intro Letter / Script

Date

Office First Last Name if an incumbent. Example: Commissioner Bill Jones. If not, Mr./Mrs./Ms.

Campaign or Home Address

City State Zip

Dear Commissioner Jones, (title last name if in office if not, Mr./Mrs./Ms.)

My name is _____ and on behalf of all of us at _____(company name) congratulations on your decision to (run for specific office/take a stand on an issue). We appreciate the time and energy you will be giving to keep our area /state/nation strong...thank you!

One thing that has been shown to make a major difference in winning or losing an election is the how candidates use their campaign ad dollars. Year after year, successful candidates and ballot issue campaign managers turn to us for help in getting the best reach, frequency and value from their campaign dollars, and I'd welcome the opportunity to meet with you (or you and your committee if they have one- do your research!) to see if we can be as beneficial to you as we have been for **(Reference 1, Reference 2 and Reference 3, with references being past candidates/issues that ran with you and won)**.

In closing, I will be calling you on (date / time, always at 10 after or 10 to the hour) to set up a brief (in-person/ZOOM)meeting at your convenience. I promise that when we meet I'll bring some pertinent information on successful scheduling and creative ideas to help you maximize your campaign investment.

I look forward to talking with you on (date / time).

My best,

Name (signature)

Title

Calls

Address

City State Zip

Phone

Email

Mark Levy
President
972.522.8570 mark@rdrtoday.com



When you sell one candidate



Ask for referrals

Referral Script (Political)

“Congratulations on a great decision & *thank you* for your trust.

You know, your election & my business both depend on our telling as many people as we can about the benefits of “us.”

My guess is that you may have some other friends running who can benefit from the same type of program that you & I are doing.

Would you have some suggestions as to who I might call? Anyone else?”



Mark Levy, President
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