

## Examples of Candidate Contribution Criteria

The candidate:

- Has a strong constituency relationship (the race is in a district with a facility, large number of employees or members).
- Has a strong constituency relationship and the candidate is sure to win.
- Is involved in a competitive race. A contribution may make a difference in the outcome of the race.
- Demonstrates that he is fiscally responsible and is sensitive to the effects of government spending on the economy.
- Represents geographic interests (entering new market, future facility sitting, land ownership, etc.) of the group.
- Is virtually assured of winning or has a *reasonable* ability to win.
- Has demonstrated a favorable voting record or position on specific issues.
- Opposes a candidate who traditionally opposes our issues.
- Has a favorable position on business issues as demonstrated by the US Chamber, BIPAC, NAM, labor union, activist group and organization-generated voting records.
- Is recommended by the CEO, senior government relations professional or PAC member.
- Is a person whom the organization would like its constituents to vote for (i.e. the company might be willing to provide partisan communications to its eligible employees).
- Was supported by the PAC in the previous election cycle.
- Holds a position of leadership relevant to our interests.
- Election would help to create a majority of votes within an elected body
- Represents the interests of the PAC's members.
- Had a "strong showing" in a previous election or the opposition candidate has a weak showing in the previous election.
- Is a person whom the group would like to see serve another term/get re-elected/serve in an elected capacity.
- Is a person connected to the industry or group.
- Is intelligent and knowledgeable—comprehends the nature of the office; has basic understanding of the important issues.
- Has integrity—demonstrated in personal, political and philosophical matters.
- Is qualified—demonstrated by previous political or civic activities or by professional performance; has a capability of being an effective political leader.
- Will communicate with constituents—will listen to and give consideration to various points of view.
- Supports private enterprise and appreciates the need for minimum regulations, open markets, construction of capital, and reasonable profits versus risk-taking.
- Is fiscally responsible—sensitive to the effect of government spending on the economy.
- Seeks minimum government involvement—looks first to the private sector for solutions to the problems of society. Supports government involvement only where public action is clearly indicated.