



CALIFORNIA CHIROPRACTIC ASSOCIATION

CANDIDATE ENDORSEMENT PROCESS

CCA requests that each district to educate, interview and consider an endorsement of candidates for legislative office in your area before the general election in November 2016. By endorsing candidates for the general election, you will help elect people who appreciate and support the chiropractic profession. The key to making the endorsement process a success is communication between all involved – from the individual and local level to the state association level.

Steps to Endorsing a Candidate

1. CCA has provided your CCA district with the candidate running in your area and our recommended candidate/s.

2. Set up an interview time and location. Candidate must be interviewed before an endorsement can occur. Interviews can be done at a district meeting, in the candidate's campaign office or over lunch. Invite the district's key doctors to attend.

3. Interview each candidate. Interviews are an opportunity for you to educate the candidate about chiropractic.

- **Start off by explaining the process to the candidate:** "We are interviewing each candidate for this seat. We will get back to you with our decision within two weeks. If we choose to endorse, we will send a letter to each chiropractor in the district announcing the endorsement. Additionally, we will instruct the doctors to send a letter to each of their patients about the endorsement. Finally, the endorsement will be mailed to 12,000 doctors of chiropractic statewide as part of CCA's voter guide that is published in October. CCA also has a political action committee to financially support candidates that support our issues. Decisions to financially support candidates are made in Sacramento with input from us and if we choose to endorse, I will notify our PAC of the endorsement for its consideration." **Do not promise a financial contribution at this meeting.**
- **Educate the candidate about CCA and our most important issues:** "CCA is a membership association with over 2000 members. We have a Governmental Affairs Director and Chief Operating Officer, Cris Forsyth and a top five lobbying firm, Governmental Advocates, representing us in Sacramento." Talk about some of the most important issues facing the profession. Don't talk about specific bills or proposals.
- **Provide the candidate the *Candidate Interview Questions*.** You can either provide these questions via email before the interview or ask these questions during the interview.
- Ask the candidate how the race is going and why the candidate thinks they will win.
- Thank them for their time.

4. Communicate with CCA. Before any final decision is made, contact Cris Forsyth regarding the candidate interview and how the candidate responded to your questions. Cris may be able to provide you with additional information about the race that the district leadership may need to know before deciding on an endorsement.

5. Vote. At the next district meeting, the district should vote if it wants to endorse any candidates.

6. Call or email CCA regarding the vote outcome. Contact either Cris Forsyth at 916-648-27247, ext 130 or Michelle Bancroft at 916-648-2727, ext 136 to inform the department.

7. Follow up. Send a letter to the candidates you interviewed but did not endorse to notify them of your decision and thanking them for their time. **Any candidate that is endorsed should be contacted by phone directly.** If you make an endorsement, ask the candidate for a picture that can be used in the CCA voter guide that will be sent to doctors statewide. Forward the picture to CCA. Also make sure you contact the CCA Governmental Affairs Department to let them know about the endorsement.

8. Send endorsement letter. A sample endorsement letter that can be used for doctors or patients is located at the end of this document.

Once an endorsement is secured, the work has just begun. It is essential the district maintain contact with the candidate. This contact can include in-kind donations to the candidate such as volunteering with the campaign, providing office supplies, buying food for campaign workers, etc.. District members may individually donate monetarily to the candidate's campaign and attend fundraising events for the candidate. The district may want to hold a local fundraiser of their own for the candidate. If the district wishes to hold a local fundraiser contact CCA for information and assistance.

CCA Governmental Affairs Contacts:

Cris Forsyth
Chief Operating Officer
Governmental Affairs Director
916.648.2727, ext 130
cforsyth@calchiro.org

Michelle Bancroft
Governmental Affairs Assistant
916.648.2727, ext 136
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***The Santa Clara Chiropractic District
Announces Endorsement of***

***Dominic Caserta
Candidate for the 22nd Assembly District***

The Santa Clara Chiropractic District, in conjunction with the California Chiropractic Association is pleased to announce the endorsement of Dominic Caserta, candidate for 22nd Assembly District. **The 22nd District includes the cities of Mountain View, Sunnyvale, Cupertino and portions of San Jose, Santa Clara and Los Altos.**

Dominic Caserta is a chiropractic supporter. Dominic has experienced, first hand, the tremendous impact chiropractic adjustments can have on one's immediate health and well-being. He has the strength of character and conviction to stand up for what he believes is right.

Now more than ever, it is time to elect candidates who know and support our profession! Dominic Caserta is a pro-chiropractic candidate who needs the support of the entire chiropractic community, patients and doctors alike, on Election Day, _____.

Between now and Election Day, you can do four simple things to help elect Dominic Caserta:

- ✓ **Vote for Dominic Caserta for the 22nd Assembly District.**
- ✓ **Contribute now to his campaign at www.dominiccaserta.com.**
- ✓ **Volunteer to assist in these last few critical weeks before the election. Call the Caserta campaign headquarters at (408) 421-2322 or email to dominic@dominiccaserta.com to discuss how you can help.**
- ✓ **Send your patients, friends and relatives the enclosed letter notifying them of this pro-chiropractic candidate.**

As always, thank you in advance for your attention to this important project!

Patient Sample Letter

March 1, 2016

Dear Chiropractic Patient:

I am writing to ask you to vote for Dominic Caserta for the 22nd Assembly District. The 22nd District includes the cities of Mountain View, Sunnyvale, Cupertino and portions of San Jose, Santa Clara and Los Altos.

As a chiropractor, health care issues are very important to me. I know that Dominic Caserta has been a leader in making sure that California consumers have the full range of quality health care options available to them.

As a neighbor, I know that Dominic Caserta has been a strong advocate for the safety and security of our community.

And as a California voter, I know that Dominic Caserta has been a conscientious decision-maker who has tried to solve rather than contribute to our state's problems.

Please join me in voting for Dominic Caserta for state Assembly on Election Day, _____.

For more information on Dominic Caserta, visit his webpage at www.dominiccaserta.com.

Sincerely,