

Memorandum of Understanding

This Agreement is entered into on this ** day in December 2017, between the DCCC and **(candidate name)** (hereafter referred to as the candidate).

In our Majority Maker districts, the DCCC will focus on holding Republicans accountable while also providing trainings and template campaign tools to candidates who have open lines of communication with the committee. In order to ensure that the DCCC and Candidate can turn our focus to winning the general election immediately after the primary concludes the DCCC and the Candidate have a strong working relationship. To that end the DCCC and Candidate agree to the following partnership:

Finance and Budget

1. The Candidate agrees to communicate with the DCCC on a regular basis regarding progress to quarterly fundraising goals.
2. The Candidate agrees to share the budget and campaign finance plan.
3. The Candidate agrees to have a campaign budget completed six months prior to their primary and to focus on preserving at least 75% of funds raised for paid communications.
4. The DCCC will provide a template budget, finance plan, and campaign plan. The DCCC will also provide staff trainings on developing and managing all three.

Staffing

1. The Candidate agrees to hire professional staff and consultants who can help execute a winning campaign in the 2018 General Election.
2. The DCCC will provide staff resumes and a comprehensive list of consultants as well as helpful resources to the campaign including staff trainings.
3. The Candidate agrees to establish a strong written sexual harassment policy for their campaign and all staff.
4. The Candidate and campaign staff all agree to complete an extensive online sexual harassment training, to be offered through the DCCC by a third-party vendor.

Field

1. The Candidate agrees to share field data with the DCCC within 7 days of the primary election concluding.
2. The DCCC will provide field trainings, program templates, and staff coaching in order to help campaigns run efficient field operations.

Political

1. The Candidate agrees to have a political outreach plan that includes outreach to members of the delegation, local community leaders, and grassroots organizations.
2. The DCCC will provide a template political plan as part of the template campaign plan.

Digital

1. The Candidate agrees to have a digital plan that includes an email fundraising program supported by consistent list acquisition; active social media accounts managed by on-the-ground staff; and a paid digital communications plan.
2. The DCCC will provide a template digital plan as part of the template campaign plan.
3. The Candidate agrees to have b-roll footage posted on their website.

Research

1. The Candidate agrees to hire a research consultant and to share with the DCCC the Candidates self-research book before February 16th, 2018.
2. The DCCC agrees to provide a comprehensive list of research consultants.
3. The DCCC agrees to provide a document highlighting top hits against the Republican incumbent.

Communications

1. The Candidate agrees to run a primary campaign that focuses on highlighting our shared values as Democrats and holding Republicans accountable.
2. The Candidate agrees not to engage in tactics that do harm to our chances of winning a General Election. In addition, the Candidate agrees to hold a unity event with their primary opponents following the primary.
3. The DCCC agrees to provide messaging and strategic guidance on holding the Republicans accountable and highlighting our shared values as Democrats.

Agreed:

For the DCCC

Candidate