

Appendix 1: Treatment language

Control (C): “Have you considered running for office?”

“Less Competitive” (T1): “Your chance of being elected may be better than you think – nearly half of seats are uncontested in Utah elections.”

“Competitive” (T2): “Do you like debating about politics and thrive in *competitive* environments?”

“Qualified” (T3): “You’re in the top 10% of our most active party supporters, making you *highly qualified* to run for office.”

“Challenging qualifications” (T4): “Do you think you have the *qualifications* it takes to run for office?”

“Service” (T5): “Do you want to *make a difference* by improving the lives of your family and community members?”

“Resources and support” (T6): “Learn about *resources* and *support* available to run for office.”

“Time commitment” (T7): “Did you know that almost all elected offices in Utah are *part-time* positions?”

“Election rates” (T8): “Did you know that when women run, they fundraise and win elections at the *same rate* as men?”

“Civic duty” (T9): “‘One of the deepest manifestations of *civic responsibility* is running for office.’ – Chair of the Utah County Republican Party”

“Women’s appeal” (T10): “‘Nowhere outside the maternal circle does *woman* shine in her full glory as on the *[political] platform*.’ - Martha Hughes Cannon, Utah Pioneer & America’s 1st Female State Senator” (Sent to women only)

Appendix 2: Exit Survey

Prospective Candidate Information Seminar Exit Survey

Thank you for attending our seminar. We would like to learn about your experience. Your responses will be kept confidential. **Please return your completed survey to seminar staff prior to leaving the event.**

1. What motivated you to attend this seminar?
 - I wanted help on how to run for office in a future election
 - I wanted to support another person considering running for office
 - Other (specify): _____
2. On a scale from 1 to 5, how would you rate your overall satisfaction with the information seminar? (1=Very dissatisfied to 5=Very satisfied)
 - 1 2 3 4 5
3. What topics were most interesting to you?
4. What other topics would you have liked to learn about?
5. How many candidate trainings or seminars have you been to before?
 - 0 1 2 3 or more
6. Do you have any comments or suggestions for improving our training seminars?
7. On a scale from 1 to 5, how likely would you be to recommend a seminar like this to a friend who is considering running for office? (1=Very dissatisfied to 5=Very satisfied)
 - 1 2 3 4 5
8. Which method(s) of contact about the seminar did you receive?
 - Initial postcard Phone Email Reminder postcard
9. In the future, which method(s) of contact about the seminar would you suggest we use?
 - Initial postcard Phone Email Reminder postcard
10. Before and after attending the seminar, how likely are you to run for political office in a future election?

	Very Likely	Likely	Unlikely	Very Unlikely
before attending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
after attending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. **Why** are you likely or unlikely to run for office?

12. For which office(s) are you interested in running? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> School Board | <input type="checkbox"/> Governor |
| <input type="checkbox"/> City, County, or Town Council | <input type="checkbox"/> U.S. House of Representatives |
| <input type="checkbox"/> Mayor | <input type="checkbox"/> U.S. Senate |
| <input type="checkbox"/> State Legislator | <input type="checkbox"/> President |
| <input type="checkbox"/> Statewide Office (i.e. AG) | <input type="checkbox"/> Other (specify): _____ |

13. Before and after attending the seminar, how likely is it that you would win your first campaign if you were to become a candidate for office?

	Very Likely	Likely	Unlikely	Very Unlikely
before attending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
after attending	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Overall, how qualified do you feel you are to run for political office?

- Very Qualified
- Qualified
- Somewhat Qualified
- Not At All Qualified

15. Have any of the following individuals ever suggested that you run for office? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Official from a political party | <input type="checkbox"/> Spouse or partner |
| <input type="checkbox"/> Elected official | <input type="checkbox"/> Family member |
| <input type="checkbox"/> Non-elected political activist | <input type="checkbox"/> Co-worker or business associate |
| <input type="checkbox"/> Friend or acquaintance | <input type="checkbox"/> Other (specify): _____ |

Thank you for completing the survey and for attending the seminar. Please return this completed survey to seminar staff before you leave.

Appendix 3: Invitations

★ ★ ★ ★ ★
Have you considered running for office?

You are cordially invited to join us for a
Prospective Candidate Information Seminar



SATURDAY, JUNE 8, 2013
 9:00 A.M. – 12:00 NOON
 MARRIOTT HOTEL & CONFERENCE CENTER
 101 W 100 N · PROVO, UT 84601

Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
 To learn more and RSVP, visit our event website at civicinvolvement.org.
 Please log in with this username:
 Registration is **free**, but seating is limited so don't delay! The registration deadline is Friday, May 31, 2013. Participants may bring a guest. Dress is casual.
 Refreshments will be provided. We look forward to seeing you at the seminar.

★ ★ ★ ★ ★
Your chance of being elected may be better than you think – nearly half of seats are *uncontested* in Utah elections.

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TOPICS COVERED DURING THE SEMINAR:

- Targeting the right office
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
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 Please log in with this username:
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★ ★ ★ ★ ★
Do you like debating about politics and thrive in *competitive* environments?

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Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Beating your opponent
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
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 Please log in with this username:
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★ ★ ★ ★ ★
You're in the top 10% of our most active party supporters, making you *highly qualified* to run for office.

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TOPICS COVERED DURING THE SEMINAR:

- Highlighting your qualifications to voters
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

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Do you think you have the qualifications it takes to run for office?

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MARRIOTT HOTEL & CONFERENCE CENTER
101 W 100 N · PROVO, UT 84601

Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Evaluating your skills and experience
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

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Do you want to *make a difference* by improving the lives of your family and community members?

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Prospective Candidate Information Seminar

SATURDAY, JUNE 8, 2013
9:00 A.M. – 12:00 NOON
MARRIOTT HOTEL & CONFERENCE CENTER
101 WEST 100 NORTH · PROVO, UTAH 84601

Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Getting your cause on the political agenda
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
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Learn about *resources and support* available to run for office.

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9:00 A.M. – 12:00 NOON
MARRIOTT HOTEL & CONFERENCE CENTER
101 W 100 N · PROVO, UT 84601

Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Learning about available resources
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
To learn more and RSVP, visit our event website at civicinvolvement.org. Please log in with this username:
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Did you know that almost all elected offices in Utah are *part-time* positions?

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TOPICS COVERED DURING THE SEMINAR:

- Targeting the right office
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

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**Did you know that when women run,
they fundraise and win elections
at the *same rate* as men?**

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Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Hearing from successful male and female politicians
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

HOW TO REGISTER:
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**“One of the deepest manifestations of
civic responsibility is running for office.”**

- David Acheson
Chair of the Utah County Republican Party

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Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Hearing from officials committed to public service
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

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**“Nowhere outside the maternal circle does
woman shine in her full glory as on the
[political] platform.”**

- Martha Hughes Cannon
Utah Pioneer & America's 1st Female State Senator

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Attend this **free** seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Balancing politics with family life
- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

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Appendix 4: Registration Survey

Prospective Candidate Information Seminar Registration Survey

Q1 To RSVP to the Prospective Candidate Information Seminar, please fill out this form.

Q2 Would you like to register to attend the seminar?

- Yes
- No

Q3 Thank you for your interest in attending our free seminar. Please fill out the following information to register for the seminar, which will provide you with the information you need in order to make the decision to run.

Q4 Registration Information:

Preferred First Name:
Last Name:
Email:
Phone Number:
City of Residence:
Username (on invitation)

Q5 What topics (whether listed on the invitation or not) would help you the most with deciding to run for office and organizing your campaign?

Q6 Do you intend to bring a guest?

- Yes
- Maybe
- No

Q7 If yes, please fill out registration information for your guest:

Preferred First Name:
Last Name:
Email:
Phone Number:
City of Residence:
Relation to you:

Q8 We would like to get to know you before the seminar. Please answer the questions below about your experience in the political field and basic demographic information. Your responses will remain secure and confidential.

Q9 Have you run for office before?

- Yes
- No

Q10 (Displayed if Yes is selected for Q9) Which office(s) have you run for?

Q11 What is your experience, if any, in politics? (Experience is not required)

Q12 Why are you interested in considering running for office?

Q13 Birth year:

Q14 Gender:

- Male
- Female
- Prefer not to say

Q15 Race/ethnicity:

- American Indian / Native American
- Asian
- Black / African American
- Hispanic / Latino
- White / Caucasian
- Pacific Islander
- Other
- Prefer not to say

Q16 Marital status:

- Married
- Widowed
- Divorced
- Separated
- Single, never married
- Partnered, not married
- Prefer not to say

Q17 Highest level of education completed:

- Less than high school
- High school graduate - (e.g.: diploma, GED)
- Some college credit, but less than 1 year
- 1 or more years of college, no degree
- Associate degree (e.g.: AA, AS)
- Bachelor's degree (e.g.: BA, AB, BS)
- Master's degree (e.g.: MA, MS, MSW, MBA)
- Professional degree (e.g.: MD, DDS, LLB, JD)
- Doctorate degree (e.g.: PhD, EdD)
- Prefer not to say

Q18 Current employment status:

- Employed full time
- Employed part time
- Unemployed / Looking for work
- Unemployed / Not looking for work
- Student, not working
- Student, working
- Homemaker
- Retired
- Unable to work
- Prefer not to say

Q19 Occupation:

Q20 Not counting religious organizations, how many civic or community organizations do you belong to (examples include the Kiwanis Club, Parent-Teacher Association, or League of Women Voters)?

- 0
- 1 to 2
- 3 to 4
- 5 or more

Q21 Religious preference:

- Protestant Non-Evangelical Christian
- Roman Catholic
- LDS / Mormon
- Evangelical Christian
- Jewish
- Muslim
- Buddhist
- Hindu
- Agnostic / Atheist
- Other
- No preference / No religious affiliation
- Prefer not to say

Q22 Apart from events such as weddings and funerals, how often do you attend religious services?

- Never
- A few times a year
- Once a month
- 2-3 times a month
- Once a week
- 2-3 times a week
- Daily

Q23 We're sorry you cannot attend the seminar. We are interested in improving our seminar and would like your feedback as to why you cannot attend the event. Please select the reason(s) why you cannot attend or fill in the reason(s) under "Other" if not already listed.

- Date/time conflict
- Too busy in general
- Not interested in running for office
- Interested in running, but don't need assistance
- Other _____

Q24 Would you like to receive an information packet by email about running for office, campaigns, and elections in general?

- Yes
- No

Q25 (Displayed if Yes was selected for Q24) Thank you for your interest in receiving a candidacy information packet. What is your name, username (found on your invitation), and email address?*Your information will be protected and will only be used to send this packet.

Name:

Username:

Email:

Appendix 5: Follow-up message distribution

Table 1: Distribution of Follow Up Messages by Treatment across Gender

Variable	Robocall		Email Reminder	
	Male	Female	Male	Female
Control	0.608 (0.021)	0.715** (0.019)	0.666 (0.020)	0.573** (0.021)
Less Competitive	0.642 (0.020)	0.695* (0.020)	0.695 (0.020)	0.575** (0.021)
Competitive	0.61 (0.021)	0.717** (0.019)	0.693 (0.020)	0.583** (0.021)
Qualified	0.604 (0.021)	0.661* (0.020)	0.661 (0.020)	0.579** (0.021)
Challenging Qualifications	0.659 (0.020)	0.688 (0.020)	0.688 (0.020)	0.590** (0.021)
Service	0.653 (0.020)	0.668 (0.020)	0.632 (0.021)	0.575* (0.021)
Resources & Support	0.65 (0.020)	0.706** (0.019)	0.613 (0.021)	0.608 (0.021)
Time Commitment	0.644 (0.020)	0.709** (0.019)	0.679 (0.020)	0.589** (0.021)
Election Rates	0.662 (0.020)	0.68 (0.020)	0.642 (0.020)	0.582** (0.021)
Civic Duty	0.635 (0.021)	0.684* (0.020)	0.662 (0.020)	0.609* (0.021)
Women's Appeal	--	--	--	--

Notes: Standard errors are in parentheses.

** indicates statistical significance relative to men at the 5 percent level, two-sided t-test
The variable named "Women's Appeal" was not included because it was only for women

Table 2: Distribution of Follow up Messages by Treatment

	Robocall	Email Reminder
Control	0.661 (0.014)	0.619 (0.015)
Less Competitive	0.669 (0.014)	0.635 (0.015)
Competitive	0.663 (0.014)	0.638 (0.014)
Qualified	0.632 (0.015)	0.620 (0.015)
Challenging Qualifications	0.673 (0.014)	0.639 (0.014)
Service	0.661 (0.014)	0.603 (0.015)
Resources & Support	0.678 (0.014)	0.611 (0.015)
Time Commitment	0.677 (0.014)	0.634 (0.015)
Election Rates	0.671 (0.014)	0.612 (0.015)
Civic Duty	0.659 (0.014)	0.636 (0.015)
Women's Appeal	0.704* (0.019)	0.558** (0.021)

Notes: Standard errors are in parentheses.

** indicates marginal statistical significance relative to the control at the 5 percent level, two-sided t-test

Table 3: Response Rates of Subjects, by Gender with Restricted Sample

	Male	Female
Percentage of respondents who logged on to the website	1.7% (0.002)	0.7%** (0.001)
Percentage of respondents who registered for the seminar	1.1% (0.002)	0.5%** (0.001)
Percentage of respondents who attended the seminar	0.8% (0.002)	0.5% (0.001)
Number of subjects	3232	3222

Notes: Standard errors in parentheses. ** indicates statistical significance at the 5 percent level, two-sided t-test

Table 4: Mean website logins, registrations, and attendance rates by treatment and gender with restricted sample

Variable	Control		Less Competitive		Competitive		Qualified	
	Male	Female	Male	Female	Male	Female	Male	Female
Website Login	0.013 [0.112] (0.006)	0.007 [0.082] (0.005)	0.018 [0.133] (0.007)	0.007 [0.083] (0.005)	0.018 [0.132] (0.007)	0.003 [0.058] (0.003)	0.021 [0.145] (0.008)	0.011 [0.105] (0.006)
Registered	0.009 [0.097] (0.005)	0 [0] (0)	0.006 [0.077] (0.004)	0.003 [0.059] (0.003)	0.018 [0.132] (0.007)	0 [0] (0)	0.015 [0.123] (0.007)	0.007 [0.086] (0.005)
Attended	0.009 [0.097] (0.005)	0 [0] (0)	0.003 [0.055] (0.003)	0 [0] (0)	0.009 [0.094] (0.005)	0 [0] (0)	0.009 [0.097] (0.005)	0.007* [0.086] (0.005)
Observations	318	294	336	291	339	294	328	271

Variable	Challenging Qualifications		Service		Resources & Support		Time Commitment	
	Male	Female	Male	Female	Male	Female	Male	Female
Website Login	0.012 [0.108] (0.006)	0.013 [0.114] (0.006)	0.016 [0.126] (0.007)	0.003 [0.059] (0.003)	0.010 [0.099] (0.006)	0.006 [0.080] (0.005)	0.028 [0.165] (0.009)	0.010* [0.010] (0.006)
Registered	0.009 [0.094] (0.005)	0.005 [0.074] (0.003)	0.010 [0.098] (0.006)	0.004 [0.060] (0.003)	0.007 [0.081] (0.005)	0.004 [0.060] (0.003)	0.016 [0.124] (0.007)	0.005 [0.074] (0.003)
Attended	0.003 [0.054] (0.003)	0.010* [0.099] (0.006)	0.010 [0.098] (0.006)	0.003 [0.058] (0.003)	0.007 [0.081] (0.005)	0.010* [0.098] (0.006)	0.012 [0.111] (0.006)	0.007 [0.081] (0.005)
Observations	340	307	311	289	303	309	321	304

Variable	Election Rates		Civic Duty		Women's Appeal
	Male	Female	Male	Female	Female
Website Login	0.006 [0.079] (0.004)	0 [0] (0)	0.025 [0.009] (0.005)	0.013 [0.115] (0.007)	0.004 [0.060] (0.004)
Registered	0.006 [0.079] (0.004)	0 [0] (0)	0.016 [0.125] (0.007)	0.007 [0.082] (0.005)	0.007 [0.085] (0.005)
Attended	0* [0] (0)	0 [0] (0)	0.013 [0.112] (0.006)	0.007 [0.082] (0.005)	0.007 [0.085] (0.005)
Observations	319	289	317	300	274

Notes: Standard deviations are in square brackets. Standard errors are in parentheses.

* indicates marginal statistical significance relative to the control at the 10 percent level, two-tailed t-test

Appendix 6: Robocall Text

Recruitment Message #1:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Have you considered running for office? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #2:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Your chance of being elected may be better than you think – nearly half of seats are uncontested in Utah elections. Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #3:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Do you like debating about politics and thrive in competitive environments? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #4:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. You're in the top 10% of our most active party supporters, making you highly qualified to run for office. Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #5:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Do you think you have the qualifications it takes to run for office? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #6:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Do you want to make a difference by improving the lives of your family and community members? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #7:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Learn about resources and support available to run for office. Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #8:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Did you know that almost all elected offices in Utah are part-time positions? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #9:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Did you know that when women run, they fundraise and win elections at the same rate as men? Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #10:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. David Acheson, former Chair of the Utah County Republican Party said, “One of the deepest manifestations of civic responsibility is running for office.” Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Recruitment Message #11:

Hi, this is Casey Voeks, Chair of the Utah County Republican Party. Martha Hughes Cannon, Utah Pioneer and America’s 1st Female State Senator said, “Nowhere outside the maternal circle does woman shine in her full glory as on the [political] platform.” Our party is sponsoring a Prospective Candidate Information Seminar, which you should have received an invitation in the mail for. It will be on Saturday, June 8th at the Provo Marriott Hotel and Conference Center from 9 am – 12 noon. **The seminar will cover topics such as increasing name recognition, developing a campaign message and organizing a campaign team.** Please remember to register for this exciting event at civicinvolvement.org. We look forward to seeing you there!

Appendix 7: Reminder Email (Control)



Prospective Candidate Information Seminar

SATURDAY, JUNE 8, 2013
9:00 A.M. – 12:00 NOON
MARRIOTT HOTEL & CONFERENCE CENTER
101 W 100 N · PROVO, UT 84601

Attend this *free* seminar to learn the steps to run for local, state, or federal office.

TOPICS COVERED DURING THE SEMINAR:

- Increasing name recognition
- Developing the campaign message
- Organizing a campaign team & managing campaign logistics
- Demystifying fundraising and networking

Refreshments will be provided. We look forward to seeing you at the seminar.



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Appendix 8: Reminder Postcard

