

## Identifying Existing Relationships with Elected Officials

### Personal Relationships

- **What does that mean?** You have a relationship with the elected official, such as a high school friend or a fellow churchgoer, or shared friendships.
- **What differentiates Close vs. Casual?** Close personal relationships would likely have the elected official's personal number and/or email. This could be a college roommate, someone who attended their wedding, etc. A casual personal relationship might be something like your children going to the same school as their children.

### Business Relationships

- **What does that mean?** You have a business relationship with the elected official, such as a former colleague, vendor, partner, etc.
- **What differentiates Close vs. Casual?** Close business relationships would likely have worked directly with the elected official in the past. In contrast, a casual business relationship may mean that you were indirectly connected from a professional perspective.

### Political Relationships

- **What does that mean?** You have a political relationship such as a former volunteer on a campaign, staff member while they were in office, host for political fundraisers, etc.
- **What differentiates Close vs. Casual?** Close political relationships would likely have worked in an official capacity with the elected official (such as a legislative aide) or were paid on their campaign, whereas a casual political relationship may mean that you were a volunteer who phone banked for them or volunteered your time on their behalf.

### Donor

- **What does that mean?** Someone who is a significant personal donor of the elected official/candidate, as this is important to distinguish on its own.

### Know Staff Member

- **What does that mean?** You know a staff member of an elected official, which is important to understand in the context of others who have direct relationships with the elected official.

## Key Contact

- **What does that mean?** You are a geographic or influential supporter. You may or may not have relationships with the elected official, but are important in terms of who the elected official represents.
- **Who does this entail?** This can be a Pastor of a large church in their district, a CEO of a large business, a journalist, etc.
- **How can you help as a key contact?** You can articulate how public policy affects your industry and/or help educate elected officials based on a group of constituents you represent.

## Generally:

- **Close** means that the elected official would recognize you if you reached out.
- **Casual** means they COULD recognize you but most likely would not