12 Guidelines To Mentoring Candidates
Developed by the DWCF Candidate Training and Mentoring Committee
and Approved by DWCF Board

1. Mentors and Mentees should use multiple types of media for contact up to 1 hour per week, as determined by mentor and mentee

2. Ground rules should be very clear about sharing and receiving constructive feedback

3. Mentoring should allow a trial period of one month and if personalities are not compatible the relationship may be ended with no hard feelings by either the mentor or mentee

4. The Campaign Manager must be clear on the role of the mentor

5. The mentee must purchase VAN access from FDP as part of the qualification process for a mentor

6. The mentor and mentee must have a good working relationship

7. The mentee must already be out there in the community to qualify for this process. Mentors want to invest their time wisely in a mentee who attends Democratic club meetings, political and non-political events

8. The mentee should begin to build their own team first and not expect the mentor nor the Democratic Party to do all this for them
9. The mentor should work towards building a bench of potential mentees, so that mentees (candidates) will not become overwhelmed. Mentors should encourage the mentee and help them understand that they do not need to be perfect in order to be a candidate.

10. The mentor should also work to help the mentee develop strategies to overcome perceived barriers to a successful run for office.

11. The mentee must have a continuous, central message that is simple (i.e. 27 words, 9 seconds to deliver and 3 points). The mentee should develop and use a “solid message that resonates throughout the state”.

12. It is recommended that DWCF have a panel of former or current elected officials or candidates who have experience running for office at future conventions to answer questions and give suggestions for mentees (candidates). Mentoring stories should be shared at Democratic Conventions. There are many inspirational stories out there such as the report of Senator Geraldine Thompson, who had to campaign from a wheelchair when injured during her campaign. (i.e. Leadership Blue, Tally Days, etc.).