

From: [REDACTED]@capitol.hawaii.gov
Sent: Tuesday, September 26, 2017 1:45 PM
To: Hawaii Republican Assembly (HIRA)
Subject: Fwd: Your recommendation for earmarked money from Huckabee event to go to candidate fund

From: Miriam Hellreich <mhellreich@gmail.com>

Sent: Saturday, September 23, 2017 7:55 PM

Subject: Your recommendation for earmarked money from Huckabee event to go to candidate fund

To: Gene ward <repward@capitol.hawaii.gov>, shirlene ostrov <sdostrov@aol.com>, Pat Saiki <patsaiki@yahoo.com>, Jonathan Kunimura <jkunimura@gmail.com>, mele songson <melesongsong@msn.com>, <gwenh4@juno.com>, Lorraine Shinn <lorrainehawaii@yahoo.com>, Brett Kulbis <bkulbis@reagan.com>, steve yoder <steve@gophawaii.com>, Greg Lussier <greg.808@hotmail.com>

Dear Gene,

I appreciate your concern for candidate monies, but the first thing we have to do is RECRUIT candidates. They will not be induced to run because they will get \$2,000 from the Party, if that is the case, they are probably not the right candidate.

I am totally opposed to earmarking money from any Party fundraising event for a candidate fund. That is not the Party's role. I was around in 2010 and earlier when we were "FLUSH WITH CASH" and monies were given as an incentive to "targeted races". It caused more trouble than it was worth. Candidates who did not receive the money became angry with the party and it was a very divisive decision.

As you know, I am working 24/7 with you, Shirlene and our committee to try to make the Huckabee event a success so that the Party does not have to live month to month in being able to pay expenses and so we can provide real services i.e. direct mail, copying services, phone banks, mail brochures to targeted districts, discount bulk mail using our postal permit, meeting facilities, gop data center training, , digital data, iPhone APS for door to door so we that we can work as a team to win in 2018. This is why we begged the RNC to send out trainers to help our candidates and campaign mgrs and volunteers(on all islands) to learn how to raise money and identify voters for campaigns. It is not the Party's role to give cash directly to a campaign. We provide services based on the amount of money we have to run our political programs.

We currently need an experienced, qualified, paid Ex Director to be able to help implement the programs we are now introducing. Our chairman cannot be expected to do it all. The money for an E.D. will have to come from the Party's general fund. Existing debts, political budget and monthly obligations have to take precedence over creating new ways to disseminate money from the coffers that we have worked so hard to raise.

I hope you will be able to convince your fellow legislators and any candidates who are on the horizon to attend the RNC training (October 7 on Oahu) that is being arranged at great expense for the RNC . Attendance will be seen by the RNC as a barometer of our commitment to winning races in 2018.

In the meantime, let's join together and raise the money for the upcoming fundraiser with Gov. Huckabee and the LDD in 2018 to ensure that the Party has adequate funds to have a paid staff member and to implement programs that you, Shirlene and I have been briefed on at the RNC as the key to winning.

Polling is not held in high regard at this time in politics, rather teaching candidates and vols about the importance of implementing data driven campaigns, and finding a high voter score for high propensity Republican voter turfs will result in

WINS. Those techniques are much more precise than polling data that was used in the past. A good example is the polling done at the last minute for Sam Slom's race for re-election. Polling data tells you how much you are winning or losing by on any particular day, but the voter scores tell you exactly who to go after in order to win..

Thank you for all your efforts. I have always offered my services to candidates to help teach them fundraising techniques and the only current elected official who has seriously taken me up on it is Lauren Matsumoto. She raised so much money last cycle that she ran unopposed. She has become quite adept at fundraising.

There is no silver bullet for candidates when it comes to fundraising. It all starts with a list and a ASK. It would be wrong to misguide candidates into thinking the Party will give them the money they need to win. Being "candidate centric" is learning the fundraising, grassroots, digital, voter ID methods that help you to win. We are limited in how much we can give candidates just like the public is limited. I am volunteering to help mentor any and all candidates on the subject of fundraising. I will work with them individually or as a group.

You are to be commended on your fundraising for your campaign and the creative ways in which you have gone about it. Candidates could learn a lot from your fundraising tactics as well.

Aloha

Miriam

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Miriam Hellreich
(808) 284-3235 (Cell)
mhellreich@gmail.com