

Selecting a Consultant

A guide to assist
campaigns in hiring a
political consultant



Why hire a consultant?

- They have extensive experience with the campaign & election process
- They are an objective “outsider”
- They can provide a campaign with new ideas and perspectives
- They can assist your campaign in being as efficient as possible

Qualities of a good consultant

- Experienced
- Good reputation
- A winner
- Honesty

Experience

- What races have they worked on?
- How many election cycles have they been involved in the political process?
- What sample products can they provide from past campaigns?

Reputation

- Do they produce a good product?
- Do they adhere to deadlines?
- Are they organized?
- What do their clients say about them? Their former clients? Their opponents?

A Winner

- Have they assisted with winning campaigns at your level of government?
- Have they won races recently?
- Make sure the win that they are claiming is theirs and not someone else's.

Honesty

- Do they only work for candidates of one party?
- Do they have clients which you may consider as a conflict of interest?
- Are they straight forward with you?

Consultant Costs

- How will the consultant be paid? One-time payment? Monthly-retainer? Billed hourly?
- What do other similar consultants charge?
- What additional costs will their be?

Additional Costs

Who is responsible for the following charges?

- Travel expenses
- Long distance and/or cell phone charges
- Shipping costs (FedEx, UPS, etc)
- Data purchases & processing

Contracts

Always have a contract that addresses:

- What services will be provided
- How payment will be structured
- What expenses will be paid by the campaign and a process for pre-approving them
- Length of contract (start and ending date)
- Process for terminating the contract
- Confidentiality clause
- Language specifying Texas as the governing jurisdiction

Contracts - Continued

- Require an invoicing process and require receipts to be submitted
- Always have an attorney review the contract prior to signing it
- Make sure to retain a signed copy for your records

Candidate/Consultant Relationship

- The candidate/consultant relationship must be a two-way street of communication
- A candidate must have confidence in the consultant
- A candidate must be able to tell the consultant no
- The consultant's job is to consult – The consultant is never the person in charge

Campaign Mgr/Consultant Relationship

- The manager should listen to the consultant's advice. The campaign is paying the consultant, use them
- Don't be afraid to stand up to the consultant – A good consultant will always listen to differing opinions
- Loyalty is always to the candidate, never to the consultant.

Caveat Emptor – Buyer Beware

- Beware of over confident & arrogant consultants – Good consultants let their work speak for them
- Beware of consultants who have a list of people/groups/PACs that they will not work with
- Be weary if you ask around and other campaigns or consultants have never heard of the person

I hired the wrong person if...

- The only thing that is ever provided on time is the invoice they send you
- You ask specific questions and only get vague answers in return
- You are unable to obtain documentation of production and distribution of product
- They are always losing or forgetting things