



RUNNING FOR OFFICE IN MANATEE COUNTY

Prepared by
the League of Women Voters of
Manatee County

2023

DISCLAIMER

Although every effort has been made to go directly to the official source for the information contained herein, the League of Women Voters of Manatee County recommends that you contact local officials or an attorney if you have any questions or concerns. In our efforts to present you with the information you will need to consider running for elected office, we have found those officials to be dedicated to serving the public and more than willing to explain any aspect of the election process. All the information that you will need is contained in a specially prepared packet that specifically covers the office you are seeking and is available at the Manatee Supervisor of Elections Office. See Appendix A for an example of what that packet might include.

ACKNOWLEDGEMENTS

This “Running for Local Office” initiative was inspired by the workshop that the Lehigh County League of Women Voters presented on January 30, 2021. We are grateful for permission to use some of their material. We also want to express our thanks to the League of Women Voters of Sarasota who developed a candidate guide, which we have used as a template for the development of this guide.

We would particularly like to express our thanks to the assistance from the Supervisor of Elections office including Sharon Stief, Chief Deputy; Scott Farrington, Assistant Supervisor of Elections and Mike Bennett, Supervisor of Elections.

Several websites were utilized:

- **Online Candidate**
<https://www.onlinecandidate.com/>
- **What’s it like to be a local politician?**
<https://gspm.online.gwu.edu/blog/whats-it-like-to-be-a-local-politician/>
- **What it takes to be a political leader and important qualities of a good leader**
<https://blogs.myleaders.in/political-leaders-and-their-important-qualities/>
- **A Comprehensive List of Leadership Qualities**
<https://www.indeed.com/hire/c/info/leadership-qualities-list?%20aceid=&gclid=Cj0KCCQjw>

INTRODUCTION

The League of Women Voters

“Empowering Voters. Defending Democracy.”

We believe in the power of women to create a more perfect democracy. That's been our vision since 1920, when the League of Women Voters (lww.org) was founded by leaders of the women's suffrage movement. For more than 100 years, we have been a nonpartisan, activist, grassroots organization that believes voters should play a critical role in democracy.

The League of Women Voters Education Fund was established in 1957 to encourage the active and informed participation of citizens in government and to increase understanding of major public policy issues. Running for office epitomizes the democratic ideals the League supports. Even an unsuccessful campaign succeeds when it sheds light on important issues. This booklet provides a roadmap for those who are considering a run for local office and includes all the information you will need to make an informed decision.

In 2006, the League launched the next generation of online voter education with VOTE411.org, a “one-stop-shop” for election-related information. Today, VOTE411 provides both general and state-specific nonpartisan resources to the voting public, including a nationwide polling place locator, a ballot look-up tool, candidate positions on issues, and more.

The League of Women Voters of Manatee County (lwwmanatee.org) holds forums for local municipal candidates and local state candidates. During the forums, candidates are asked a variety of questions of interest to the constituency. All candidates are asked the same well researched questions and given equal time to answer them. These forums are recorded and available for viewing on our [YouTube Channel](#)

All politics is local. Tip O'Neal, Former Speaker of the House

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Chapter One:

Making the Decision to Run

Think long term.

- Candidates are generally more successful when they have already made a name for themselves via boards, community service, etc., before running.
- Start attending meetings of governing bodies.
- Support issues that align with your core values.
- Create relationships with respected community leaders.
- Create a favorable social media presence that connects your name with the issues you support.
- Serve on an advisory committee or other ancillary government board. Service on a committee, especially planning, can be a springboard to elected office. [Manatee Advisory Boards](#)

Do you qualify for the office you are considering?

WHAT IS A CANDIDATE?

A candidate is defined in 97.021(4) & 106.011(3), Florida Statutes, as any person who:

- Seeks to qualify for nomination or election by means of a petitioning process;
- Seeks to qualify for election as a write-in candidate;
- Receives contributions or makes expenditures or gives his or her consent for any other person to receive contributions or make expenditures with a view to bringing about his or her nomination or election to, or retention in, public office.

WHO CAN BE A CANDIDATE?

- Candidates must be registered voters in Florida.
- Those seeking a partisan office may not have been a registered member of any other political party for 365 days before the beginning of the qualifying period preceding the general election for which the person seeks to qualify.
- If required, one's current position or office must be resigned under the "resign to run" law and in accordance with section 99.012(3), Florida Statutes.

Resign-to-Run

- No officer may qualify as a candidate for another state, district, county, or municipal public office if the terms or any part thereof run concurrently with each other, without resigning from the office he or she presently holds. The resignation is **irrevocable**.
- The written resignation must be submitted at least **ten days** prior to the first day of qualifying for the office.
- The resignation must be effective no later than the earlier of the following dates:
 - ✓ The date the officer would take office, if elected; or
 - ✓ The date the officer's successor is required to take office. (F.S. 99.012(3))
- A person who is a subordinate officer, deputy sheriff, or police officer must resign effective upon qualifying if the person is seeking to qualify for a public office that is currently held by an officer who has authority to appoint, employ, promote, or otherwise supervise that person and who has qualified as a candidate for reelection to that office. (F.S. 99.012(4))

Circuit/County Court Judge

Qualifications

- 1. Citizen of the United States
- 2. A registered voter and resident of Manatee County
- 3. A member in good standing of the Florida Bar for a period of five years prior to qualifying (FS 34.021).

Residency Requirement – Candidates must reside in the district for which they are qualifying at the time of assuming office.

Manatee County Commission

Qualifications

1. Citizen of the United States
2. A registered voter of the district for which the candidate qualifies
3. A resident of Manatee County (Districts 1, 2, 3, 4 and 5 are single-member seats; 6 and 7 are at-large seats)
4. If running with political affiliation – must be a registered member of that political party for 365 days before the beginning of qualifying preceding the general election for which the candidate seeks to qualify. (June 9, 2023)

Residency Requirement – Candidates must reside in the district for which they are qualifying at the time of being elected to office.

Qualifying

- By Fee: 6% of the salary of the office as of July 1, 2023. **The July 1 2023 salary is not yet available, OR
- By Petition: For 2024
 - Candidates with a district must each collect petitions with valid signatures of 1% of the total registered voters residing in the county as of the last general election (November 2022) determines the required number of signatures.

Office Sought	11/2022 Registration	Required Signatures
County Commission District 1	62,056	621
County Commission District 3	55,614	556
County Commission District 5	68,323	683
County Commission District 7 At Large	280,604	2,806

- A signature verification fee of 10 cents per name must be paid when petitions are submitted.

Manatee County School Board

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County

Residency Requirement – Candidates must reside in the district for which they are qualifying at the time of qualifying.

Qualifying

- By Fee: 4% of the salary of the office as of July 1, 2023. ** The July 1 2023 salary is not yet available. OR
- By Petition: For 2024
 - Candidates with a district must each collect petitions with valid signatures of 1% of the total registered voters residing in the county as of the last general election (November 2022) determines the required number of signatures.

Office Sought	11/2022 Registration	Required Signatures
School Board District 1	63,320	633
School Board District 3	57,904	579
County-Wide Office	280,604	2,806

- A signature verification fee of 10 cents per name must be paid when petitions are submitted.

Special Taxing Districts (Fire Districts, Community Development Districts (CDDs), Manatee River Soil and Water Conservation District, Manatee County Mosquito Control District)

Qualifications

1. Citizen of the United States
2. A resident of the district for which the candidate qualifies
3. A registered voter of Manatee County

Qualifying

- By fee: \$25.00
- By petition: Certificate of petition verification; (A candidate who does not collect contributions and whose only expense is the filing fee or signature verification fee is not required to appoint a campaign treasurer or designate a primary campaign depository. The filing fee is not required to be drawn upon the candidate's campaign account.)

City of Anna Maria

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County
3. A resident of the City of Anna Maria for a period of two (2) years prior to qualifying for office

Qualifying:

- Pay an Election Assessment Fee of \$196.00 for Mayor or \$48.00 for Commissioner, which is one percent of the annual salary of the office as of July 1, 2023, and submit ten (10) petition signatures of voters residing in the City and a candidate's residency affidavit, OR
- File an "Undue Burden" oath (eliminates paying election assessment fee) and collecting ten (10) petition signatures of voters residing in the City and a candidate's residency affidavit.

City of Bradenton

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County
3. A resident of the City of Bradenton for a period of 30 days prior to the first day of qualifying.
4. Candidates for the seat of City Council must be a registered voter of the city ward for which the candidate qualifies.

Qualifying:

- Pay an Election Assessment Fee of one percent of the annual salary of the office as of July 1, 2023, and submit twenty-five (25) petition signatures of voters residing in the City of Bradenton Ward in which you are seeking office, OR
- File an “Undue Burden” oath (eliminates paying election assessment fee) and collecting twenty-five (25) petition signatures of voters residing in the City of Bradenton Ward in which you are seeking office.

City of Bradenton Beach

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County
3. A resident of the City of Bradenton Beach for a period of twelve (12) months prior to qualifying for office.

Qualifying:

- Pay an Election Assessment Fee of one percent of the annual salary of the office as of July 1, 2023, and submit a Candidate Residency Affidavit, OR
- File an “Undue Burden” oath (eliminates paying election assessment fee) and submit a Candidate Residency Affidavit.

City of Holmes Beach

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County
3. A resident of the City of Holmes Beach for a period of two (2) years prior to qualifying for office.

Qualifying:

- Pay an Election Assessment Fee of one percent of the annual salary of the office as of July 1, 2023, and submit fifteen (15) petition signatures of voters residing in the City of Holmes Beach, and submit a Candidate Residency Affidavit; OR
- File an “Undue Burden” oath (eliminates paying election assessment fee) and submit fifteen (15) petition signatures of voters residing in the City of Holmes Beach, and submit a Candidate Residency Affidavit

City of Palmetto

Qualifications

1. Citizen of the United States
2. A registered voter of Manatee County
3. City Commission Ward candidates must also have been a legal resident of the ward from which they are to be elected.
4. A **legal** resident within the corporate limits of the City of Palmetto for 365 consecutive days immediately prior to the last day of qualifying.

Qualifying:

- Pay Election filing fee of \$25, OR
- Candidate Petitions - candidates may collect petition signatures of voters residing in the city equal to 1% of the registered electors in the geographical area represented by the office sought as of the last general election, November 2022. (eliminates paying Election filing fee)
- Fees - There is a fee of 10 cents per signature to be paid in advance to the supervisor of elections for the cost of verifying the signature. If the candidate cannot pay this fee without imposing an undue burden on the candidate's resources, the candidate may file an Oath of Undue Burden to have the fee waived.
- AND pay an Election Assessment Fee of one percent of the annual salary of the office as of July 1, 2023 OR file an Undue Burden oath (eliminates paying Election Assessment Fee)

What character traits, skills and experience best qualify someone for political office?

Many run for local office motivated to make a difference in the most impactful way. Local offices decide how things are done in your community such as regulating development, enacting local regulations and allocating funding for police, schools, parks and government services.

If your long-term goal is to run for higher office such as the federal level, local governance is an ideal launch point. Some of the nation's longest-tenured legislators got their start in the field by making phone calls, drafting press releases and attending meetings on behalf of local or state legislators.

Important qualities of a good POLITICAL leader:

- Is capable of making tough and brave decisions for a better future.
- Has the courage to stand up and say what needs to be said rather than just say what people like.
- Works for people's well-being rather than fighting for their own political benefit.
- Listens to the people and represents them faithfully.
- Is loyal to the people he/she represents and loyal to other leaders so that they can work together and face problems together.
- Works with a range of other people to achieve the greatest good for the general public, regardless of political party and opinions.
- Resists various temptations of the political arena.
- Is humble and down to earth.

Core Skills

- **Communication:** You must be particularly effective in how you interact with others. Constituents are ultimately the ones who vote their representatives into office, selecting those who best reflect their beliefs. Communication skills can be continuously worked on and improved.
- **Collaboration:** During the campaign and while in office, you will need to work with many organizations and individuals. The ability to collaborate enhances your ability to win and to achieve.
- **Problem-solving:** Whether it is balancing the budget, reducing crime, improving local schoolchildren's test scores, or enhancing air quality, communities face a wide array of issues. A core responsibility for elected officials is coming up with solutions to such challenges. Local politicians may come up with the solution themselves or delegate the task to reliable staff. Third-party consultants from outside the local agency proper may also participate in matters that require problem-solving.

Nineteen leadership qualities a candidate should possess:

Open-minded	Positive
Empathetic	Humble
Visionary	Communicative
Confident	Decisive
Ethical	Courageous
Integrity	Delegator
Accountable	Disciplined
Resilient	Influential
Character	Loyal
	Consistent

Life experience - Differentiate yourself!

- Career
- Personal Choices
- Family Background
- Accomplishments
- Challenges Overcome
- Prior Community Service
- Motivation to Run for Office

Other Considerations

Do you have the support of your family and friends?

- Public office holders need to consider themselves public property.
- Are you and your family aware of how much time this will consume?
- How much of your own money are you and your family willing to spend?
- Will your current liability insurance cover campaign activities or do you need a separate policy?
- Even a race for local office can become nasty. How will these types of personal attacks effect your family and friends?

Do you have the support of your political party?

- Even non-partisan local elections have become partisan.
- Some local candidates have remained “independent” to appeal to a broader range of voters. Be aware, however, that if you run as an independent, you will most likely have challengers that are supported by a political party.
- If you run for either party, be prepared to be scrutinized before that party is willing to underwrite your candidacy.
- Candidates are expected to do their “homework”. [Appendix C](#) provides examples of the benchmarks you may be expected to reach.
- Both parties offer educational resources for candidates.

Know what you are getting into! Educate yourself!

- Speak with current and former elected officials and, if possible, find a mentor.
- Meet with the heads of the departments that would be under your jurisdiction and learn what they need and how their departments work.
- Attend meetings of boards that you hope to join and ask questions.
- Research current and former issues that have been on their agendas.
- Understand the [Florida Sunshine Law](#) and how it would govern your actions if elected.
- Get familiar with Florida State Statutes that would govern and limit your actions such as the [“Bert J. Harris, Jr., Private Property Rights Protection Act.”](#) (2020)

If currently employed, how will this affect your job and future career objectives.

- Do you need your employer’s permission?
- What does this elected position pay?
- Are there any insurance benefits?
- How much time will this require?
- Could there be a conflict of interest with decisions made in the elected office and the business you own or are employed in? Is it possible there will be workplace pressure on certain decisions in your elected role?

How much will it cost to campaign and where will the money come from?

- *Amount of personal money spent can vary widely.* In recent local races, candidates have spent from \$1000 of their own money to \$221,000, which was raised, only to fail in their bid for re-election.
- If you want to explore this further, you can go to the local government websites and research the treasurers' reports for any given election to further understand how much has been contributed and by whom, how much each candidate has spent and which vendors they used for website development, consultants, printing, donation processing, etc. [Manatee Supervisor Of Elections Financial Records](#)
- Contributions are a double-edged sword. As much as you need the contributions, accepting them from special interest groups may send the wrong message.

Are there skeletons in your closet?

- Always be honest.
- If the answer is yes, how will you explain them?
- Before your local political party will support you, they will run a background check. Avoid embarrassment if you know they will find something disqualifying.

What are the most important issues relevant to this office and what is my position on them?

- Educate yourself
- Distill your positions to a few words and limit details so you won't alienate voters.

Is the incumbent retiring?

Is the retiring incumbent someone with whom you and your supporters have generally agreed? If so, will he/she support you?

Why am I running?

- What issues particularly have given you incentive to run?
 - Don't be a one issue candidate.
 - Make sure the issues that motivate you are the local issues that this position can impact.
- Why do you think that you would make a good candidate?
- What do you hope to accomplish as an elected representative?
- How will you stay in close touch with voters?
- How will you do things differently—or achieve better results?

Chapter Two:

The Process of Qualifying to Run

Depending upon which elective office you seek, there will be specific forms included in the candidate packet you are given which apply to that office. Some of these forms are also available on the [Florida Division of Elections](#) website along with the most up to date information.

In Manatee County, the first two forms you are required to complete are:

1. Form [DS-DE 9](#) (Rev. 10/10) – “**Appointment of Campaign Treasurer and Designation of Campaign Depository for Candidates**” Candidates must file this form before opening a campaign account, accepting or spending any funds
2. Within ten (10) days after filing Form [DS-DE 9](#) (Rev. 10/10), candidates must file Form [DS-DE 84](#) (05/11) – “**Statement of Candidate**”

You must complete these two forms before campaigning or collecting qualifying petitions.

Know the deadlines for filing, qualifying and turning in petitions. Gathering signatures on petitions yourself is a great way to get to know voters in your district and create name recognition.

If you choose to gather petition signatures to qualify, know how many you need, and the rules for procuring them. Check petitions carefully to ensure they are completed correctly, as each one turned in costs \$.10. Hand in petitions before the deadline and collect as many as 30% more than needed, according to Sharon Stief, Chief Deputy, Manatee County Supervisor of Elections Office.

There are other required forms, including the Candidate Oath. The proper Oath form is sent to candidates about 2 weeks prior to the qualifying by the SOE’s office. Find all [Candidate Forms on the SOE website](#).

Download and thoroughly review the most current [Florida Candidate Petition Handbook](#), [The Candidate and Campaign Treasurer Handbook](#) and the [State Qualifying Handbook](#) if applicable.

Both major political parties encourage qualified candidates to run for office and offer training and assistance. More information is available on their websites

<https://manateecountydemocrats.com/> and
<https://www.manateerepublicanparty.com/ManateeGOP.html>

Make sure you and your treasurer understand the local and state laws regarding campaign contribution limits and the procedure for reporting them. You can see examples of campaign treasurer's reports on the various government websites because they are a public record.

The Florida contribution limit is \$1000, and this means one donor can donate up to that amount for each the primary and general election for a candidate.

The qualifying week for Manatee County for the November 2024 Election is noon June 10th through noon June 14th, 2024.

Chapter Three:

Running a Successful Campaign

Some Advice From Experts

From Ken Mohr a presenter at the Lehigh County, PA League of Women Voters Webinar - January 30, 2021:

“Campaign by Cliché” ...I wanted to make a difference...(is this not a good reason to run?)

1. Every day I’m a little smarter than the day before.
2. Politics is for the long-distance runner.
3. They who live in the media, die in the media.
4. Never speculate in public.
5. In politics, friends may come and friends may go, but enemies accumulate.
6. Do you want to make a point or do you want to make a difference?
7. A candidate who does not advertise will not succeed.
8. Target the market, especially “super voters” (those who are known to vote consistently).
9. Everyone knows me...name recognition is most important. Get your name in front of the voters at least five times.
10. Begin with the end in mind. Develop a timeline. Start with election day and work backwards. [Appendix E](#)
11. Pace yourself and determine HOW and WHEN you will reach your benchmarks. [Appendix D](#)
12. Asking for campaign contributions is making an appeal for good governance because you are liked and trusted. Raising money is one of the earliest benchmark events.
13. If you want to go fast -- go alone, if you want to go far--go together. Candidates and their spouses should be out on the stump going door to door.
14. I love it when a plan comes together. Stick to your plan!
15. Governing should be a win-win. You have to bring others along.
16. Power is like an inheritance. You can grow it or squander it depending on your actions.
17. Good people make good government. Democracy is fragile.
18. Associate yourself and get the support of influential and respected members of your community who will support you publicly.
19. Many successful candidates have previously run and lost, but their previous attempts have

given them name recognition.

20. Utilize the resources of your political party, even if this is not considered a partisan election.
21. Find a mentor, who has been elected or run for office.
22. Get your name out and meet the voters!

Set yourself apart from the other candidate(s)

- Make it clear why you are the best person for the job.
- Keep public relations simple, no more than three issues.
- Make sure you have a thorough understanding of the issues. Without getting into the weeds, state your positions on key issues.
- Stay positive. Don't get sucked into the mud.
- Before you make a lot of campaign promises, understand the state laws which may restrict what you can do.

Reaching the voters

- A good campaign manager can free you and your spouse to get out meeting people.
- Come up with one or two memorable "sound bites" that will be associated with your name and be easily remembered.
- Issue a press releases.
- Establish a campaign website and utilize social media.
- Start well in advance getting your name to come up favorably in internet searches.
- Utilize advice and resources offered on websites such as <https://www.onlinecandidate.com/>. [Appendix H](#) gives an example of an excellent publication they offer.

"The purpose of engaging others online is to get people to know, like and trust you. Begin your online presence long before you announce your intention to run. Create a personal brand. Your main call to action: DONATE, VOLUNTEER, CONTACT SOMEONE, FORWARD TO OTHERS AND VOTE FOR ME!"
-Running for Office as an Online Candidate

- Utilize opportunities for free publicity such as the League of Women Voter's [Vote411](#) website and their voters guides.
- Participate in all election forums. The League of Women Voters of Manatee County sponsors forums that give equal time to all candidates, are non- partisan and include a broad range of well-researched questions. Be prepared for any and all questions and find out how much time you will have for each question and carefully prepare your opening and closing remarks in the time allotted.

- Address Community Development Districts, Homeowners Associations, retirement communities and organizations that promote voter empowerment.
- Make phone calls, especially to seniors...they are free.
- If possible, get interviewed on a local radio station.
- “Paid for by...” must be on all your literature.
- Submit your own articles to the local newspaper or write editorials.
- Establish a working relationship with local reporters.

Utilize volunteers

- Your early contributors will become your committed volunteers.
- Utilize interns. Find them by calling local colleges and high schools.
- Train your volunteers.
- Use volunteers to gather signatures, address envelopes, distribute flyers etc.

Fundraising serves several purposes:

- You need to be comfortable asking for money. Beforehand, develop your “pitch”. What are your supporters getting in return? Better representation? Someone who will be responsive? An honest official who has the community’s best interest in mind? Etc.
- Plan fundraisers early on to promote name recognition and invigorate volunteers.
- If the positions you take on issues align with those of the voters, you will get financial support.
- Avoid taking money from special interests whose motives are contrary to the positions you espouse.
- Focus your fundraising efforts on “super voters”. The Supervisor of Elections office can provide you with lists. This is a helpful article on super voters.
<https://www.jacksonville.com/article/20120805/NEWS/801249343>)
- Even if you are wealthy enough to fund your own campaign, DON’T, unless you are running unopposed.
- Websites should be well designed to make donating attractive and simple.

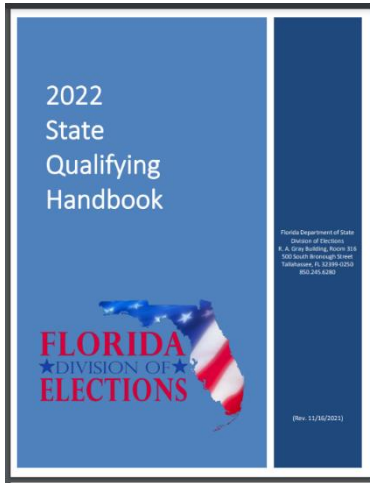
**Appendix A: City of Bradenton Municipal Candidate
Filing and Qualifying Packet**

This folder contains the following materials:

FORMS		
File these forms to become a candidate:	Filing and Qualifying Packet	-----
	Appointment of Campaign Treasurer and Designation of Campaign Depository for Candidates	DS-DE 9
	Statement of Candidate	DS-DE 84
File these forms at qualifying:	Candidate Oath for Non-Partisan Office	DS-DE 302NP
	Statement of Financial Interests	Form 1
	Candidate Petition Forms	
Reporting Information:	Reporting Dates, Reporting Information and Reporting Calendar	
	Filing Campaign Financial Report Online Booklet	
REFERENCE MATERIALS	Election Information and Available Seats	
	Book Closing Date, Early Voting	
	Canvassing Board Schedule	
	Guidelines for Determining Residency Qualifications for Elected Office	
	Resign to Run Law	DE Reference Guide 0016
	County & Municipal Sign Ordinances	
	Political Advertising Information	
	State of Florida Election Laws (Chapters 99 – 104 – 106)	

Appendix B: Current Candidate Handbooks

The most important handbook is the State Qualifying Handbook. Currently the latest version is 2022, but the Florida Division of Elections publications webpage will have all the current publications.



Below are key Division of Elections' publications and reports.

- 2023 Elections Dates and Activities Calendar [Excel](#) / [PDF](#) (updated 1/9/2023)
- 2022 [Florida Election Code - PDF](#) (2022) with updated Index (8/22/2022)
 - [Laws of Florida](#)
 - [Chapter 2022-073, Laws of Florida](#)
 - [Chapter 2021-11, Laws of Florida](#)
 - Visit [Online Sunshine](#) - Florida Legislature (searchable database of Florida Statutes)
 - To obtain a softbound copy of the latest Florida Election Code, go to the [Legistore](#).
- Handbooks
 - [Candidate and Campaign Treasurer - PDF](#) (4/27/2022)
 - [2022 Candidate Petition Handbook - PDF](#) (11/2/2021)
 - [2022 Electioneering Communications Organization Handbook - PDF](#) (11/16/2021)
 - [2022 Federal Qualifying Handbook - PDF](#) (11/16/2021)
 - [2022 Political Committee Handbook - PDF](#) (11/16/2021)
 - [Public Campaign Financing Handbook - PDF](#) (4/8/2022)
 - [2022 State Qualifying Handbook - PDF \(11/16/2021\)](#)

Appendix C: Supervisor's Handbook

[https://soe.dos.state.fl.us/pdf/SOE%20Handbook%20Candidate%20Qualifying%20\(01312020\).pdf](https://soe.dos.state.fl.us/pdf/SOE%20Handbook%20Candidate%20Qualifying%20(01312020).pdf)

SUPERVISOR'S HANDBOOK ON CANDIDATE QUALIFYING

Florida Department of State
Division of Elections

R.A. Gray Building, Room 316
500 South Bronough Street

Tallahassee, Florida 32399-0250

(850) 245-6240

Appendix D: Candidate's Recommended Checklist

BASIC STEPS

- Complete Required Forms
- Compute Win Number & Vote Goal
- Create a Campaign Plan
- Create Finance Plan
- Build Campaign Team
- Open Campaign Checking Account
- Collect Petitions or Pay Filing Fee
- Candidate Training

COMMUNICATION

- Set up Website with Donation Capability
- Elevator speech
- 4-5 slide PPT for virtual meetings
- Handouts for meeting/mailings
- Contact Former Candidates
- Connect on Regular Basis With Campaign Team Leadership
- Connect with Area Leaders
- Share Contact information of Candidate Campaign Team
- Donation Envelopes
- Provide Campaign Signs to HQ
- Provide Collateral to HQ

CANVASSING

- Phone Calls To Voters
- Door Knocks/Zoom Calls To Voters
- Schedule Virtual Meet & Greet

FUNDRAISING

- Calls made in your District
- Calls made in your County(s)
- Calls made in your state
- Calls made nationally
- Schedule Virtual Fundraising Events

MEETINGS

- Attend Clubs/Caucus meetings
- Attend Area Meetings
- Attend Monthly Party meetings
- Attend Monthly Steering Committee Meeting
- Attend Candidate Zoom Trainings
- Schedule Precinct Meet & Greet
(Virtual & In-Person)

Appendix E: Tasks and Timeline

The following is a suggested timetable for a campaign. Be realistic about what can be done. Set priorities so the most important tasks are accomplished. Whenever appropriate, delegate responsibilities to your campaign supporters.

1. Review the election and campaign finance laws to determine important deadlines.
2. File with your qualifying officer to become a candidate
3. Invite supporters and potential supporters to meet for a discussion of the issues and campaign strategy.
4. For partisan elections, seek the support of your party. Also obtain the support of community leaders and organizations.
5. Form a campaign committee to help plan the running of the campaign. Assess the costs involved and the various fundraising methods to raise the necessary money. Enlist the aid of a competent individual to be your treasurer, who will be responsible for accurately reporting all monies collected and spent. It is essential that this person, as well as yourself, meet the financial reporting deadlines. (Please note, no contributions or expenses may be taken or made until campaign filing paperwork has been filed)
6. Certain campaign functions should be assigned to specific committee members (e.g. fundraising, publicity). In larger campaigns, these individuals will need to recruit and oversee additional volunteers in tasks such as literature distribution.
7. Prepare a realistic time schedule.
8. Obtain petition form from the Supervisor of Elections Office in the appropriate county. Review the qualifying requirements and campaign finance requirements. Make sure the treasurer receives a copy of the Campaign Finance Reporting manual available from the Supervisor of Elections Office, which outlines the duties of the treasurer.
9. Forward a news release to the media and include a campaign picture. A press conference can be held to announce a candidacy in larger campaigns.
10. Circulate petitions. Verify **first day allowed** for petition circulation.
11. Verify **last day** for filing petitions and be sure to submit enough petitions to the qualifying officer by the deadline. Do not wait until the deadline to start submitting petitions.
12. IMPORTANT TO CANDIDATE AND TREASURER: File campaign finance reports on the dates specified by law.
13. Verify Candidate Qualifying Period and be sure to submit the required items prior to the deadline. Pay the qualifying fee if sufficient petitions were not verified.
14. Conduct the campaign.
15. Thank the campaign workers, supporters, and contributors.

Appendix F: Manatee Positions Up for Election in 2024

Office	District	Incumbent
Circuit Court	12th-3	Charles E. Williams
Circuit Court	12th-4	Lonn Arend
Circuit Court	12th-7	Don Thomas Hall
Circuit Court	12th-8	Andrea Watt McHugh
Circuit Court	12th-9	Hunter W. Carroll
Circuit Court	12th-12	Maria Ruhl
Circuit Court	12th-13	Teresa K. Dees
Circuit Court	12th-14	Frederick P. Mercurio
Circuit Court	12th-16	Donna Padar Berlin
Circuit Court	12th-20	Deborah Riva
Circuit Court	12th-21	Rochelle Taylor Curley
County Commission	1 (Single Member)	James Satcher (REP)
County Commission	3 (Single Member)	Kevin VanOstenbridge (REP)
County Commission	5 (Single Member)	Vanessa Baugh (REP)
County Commission	7 (At Large)	George Kruse (REP)
Clerk of the Circuit Court and Comptroller	County Wide	Angelina "Angel" Colonnese (REP)
Property Appraiser	County Wide	Charles E. Hackney (REP)
Sheriff	County Wide	Charles R. (Rick) Wells (REP)
Supervisor of Elections	County Wide	Michael "Mike" Bennett (REP)
Tax Collector	County Wide	Ken Burton, Jr. (REP)
School Board	1 (Single Member)	Gina Messenger
School Board	3 (Single Member)	Mary Foreman
City of Anna Maria	Mayor	Daniel W. Murphy
City of Anna Maria	Commissioner	Doris "Deanie" Sebring

Office	District	Incumbent
City of Anna Maria	Commissioner	Mark Short
City of Bradenton	Ward 1	Jayne Kocher
City of Bradenton	Ward 5	Pam Coachman
City of Bradenton	Mayor	Gene Brown
City of Bradenton Beach	Ward 2	Marilyn Maro
City of Bradenton Beach	Ward 4	Ralph Cole
City of Holmes Beach	Mayor	Judy Titsworth
City of Holmes Beach	Commissioner	Daniel P. Diggins
City of Holmes Beach	Commissioner	Gregory P. Kerchner
Town of Longboat Key	District 2	Penny Gold
Town of Longboat Key	District 4	Debra Williams
City of Palmetto	At Large 1	Sheldon Jones
City of Palmetto	At Large 2	Tamara K. Cornwell
City of Palmetto	Mayor	Shirley Groover Bryant

Office	District	Incumbent
Mosquito Control	Grp 2	Michael Daugherty
Soil & Water Conservation	Grp 1	John O'Connor
Soil & Water Conservation	Grp 3	Julie Tillett
Soil & Water Conservation	Grp 5	Buddy Keen
Duette Fire District	Seat 2	Linda O'Connor
Duette Fire District	Seat 4	Betty L. Stewart
Cedar Hammock Fire District	Seat 1	Samuel Anderson "Andy" Reasoner
Cedar Hammock Fire District	Seat 3	Marnie E. Matarese
Cedar Hammock Fire District	Seat 5	John Stevens
East Manatee Fire District	Seat 2	Bob Conley
East Manatee Fire District	Seat 4	Derek Foss
North River Fire District	Seat 2	Paul Pitcher
North River Fire District	Seat 4	Harry L. Blenker
North River Fire District	Seat 5	Amy C. Willis
North River Fire District	Seat 6	Scott R. Smith
Parrish Fire District	Seat 2	Edward Chitty
Parrish Fire District	Seat 4	John Z. Griesi
Southern Manatee Fire District	Seat 2	Daniel J. Center
Southern Manatee Fire District	Seat 4	James J. Cena
West Manatee Fire District	Seat 1	Larry Jennis
West Manatee Fire District	Seat 5	Robert C. Bennett
Artisan Lakes CDD	Seat 2	Deanna Zaenglein
Artisan Lakes CDD	Seat 3	Carol Couse
Brookstone CDD	Seat 1	Ryan Zook
Brookstone CDD	Seat 3	Hal Lutz
Copperstone CDD	Seat 4	Gerard Litrenta III
Copperstone CDD	Seat 5	Ryan H. Stulman
Cross Creek CDD	Seat 3	Connor Chambers
Cross Creek CDD	Seat 4	Kathy Beccia

Office	District	Incumbent
Forest Creek CDD	Seat 1	Sarah Ashley
Forest Creek CDD	Seat 2	Todd A. Kuehn
Forest Creek CDD	Seat 3	Joseph K. DeWitt
Greyhawk Landing CDD	Seat 2	Scott Jacuk
Greyhawk Landing CDD	Seat 4	Gregory T. Perra
Harbourage at Braden River CDD	Seat 1	Michael Malik
Harbourage at Braden River CDD	Seat 2	Brenda Landers
Harrison Ranch CDD	Seat 4	Geoffery B. Cordes
Harrison Ranch CDD	Seat 5	Thomas Benton
Heritage Harbour North CDD	Seat 2	Pauline R. Tasler
Heritage Harbour North CDD	Seat 4	Michael L. Fisher
Heritage Harbour South CDD	Seat 1	Louis R. Brodersen
Heritage Harbour South CDD	Seat 2	Philip Frankel
Heritage Harbour South CDD	Seat 4	Thomas Bakalar
Lakewood Ranch CDD 1	Seat 2	L. Robert Dapper
Lakewood Ranch CDD 1	Seat 4	Alan Roth
Lakewood Ranch CDD 2	Seat 1	Michael L. Finney
Lakewood Ranch CDD 2	Seat 2	Donald R. Avolio
Lakewood Ranch CDD 2	Seat 3	Peter M. Bokach
Lakewood Ranch CDD 4	Seat 4	Michael J. Griffin
Lakewood Ranch CDD 4	Seat 5	Peter G. DeAngelis
Lakewood Ranch CDD 5	Seat 1	David L. Emison
Lakewood Ranch CDD 5	Seat 2	Steven Peters
Lakewood Ranch CDD 5	Seat 4	Thomas E. Leavey
Lakewood Ranch CDD 6	Seat 4	Sandra Keenan
Lakewood Ranch CDD 6	Seat 5	E. Wayne Turnblom
Lexington CDD	Seat 1	David Staples
Lexington CDD	Seat 2	Greg Karpinsky
Palma Sola Trace CDD	Seat 4	Roger Ohlson

Office	District	Incumbent
Palma Sola Trace CDD	Seat 5	William Diamond
Palms of Terra Ceia Bay CDD	Seat 2	Barbara Gard
Palms of Terra Ceia Bay CDD	Seat 4	Charles Weidner
Silverleaf CDD	Seat 3	Joshua Holley
Silverleaf CDD	Seat 5	Jonathan Decker
Summer Woods CDD	Seat 1	Troy Simpson
Summer Woods CDD	Seat 2	Greg Meath
Tara CDD	Seat 2	Peyton P. Phillips
Tara CDD	Seat 4	George Darby Connor
Trevesta CDD	Seat 4	Lauren Schrandt
Trevesta CDD	Seat 5	Jim Harvey
University Place CDD	Seat 2	Armand L. Houze
University Place CDD	Seat 4	William Poole
University Place CDD	Seat 5	Tamara L. Cash
Waterlefe CDD	Seat 2	Sydney Xinos
Waterlefe CDD	Seat 4	Richard Eugene Carroll
Water's Edge CDD	Seat 2	Stacy B. Jessee
Water's Edge CDD	Seat 3	Chelsea N. Sluizer
Willow Walk CDD	Seat 4	Candice Smith
Willow Walk CDD	Seat 5	Michelle Watts

Appendix G: Press Release and Publicity Information

- Bradenton Herald
 - Press Release
Lauren Walck, Executive Director, lwalk@bradenton.com
 - Letter to the Editor
<https://www.bradenton.com/opinion/letters-to-the-editor/submit-letter/> Must be 300 words or less.
- Sarasota Herald Tribune
 - Press Release
 - Letter to the Editor
editor.letters@heraldtribune.com. Must be 200 words or less.
- Bradenton Times
 - News and guest editorials –
news@thebradentontimes.com
- East County Observer
 - Managing Editor / Jay Heater, jheater@yourobservers.com
- Strong web presence
- Local Influencers
 - Podcasts
 - Bloggers

Press Release Format

For Release: That Day's Date

For image and interview requests contact: Name, Organization, Title, Telephone, Email

Article title, photo and verbiage

Appendix H: Books on Campaigning



Run to Win!: How You Can Run A Successful Campaign For Local or State Public Office

by Earl Baker | Jul 9, 2012

★★★★★ 5

Paperback

\$10⁷⁴ ~~\$14.95~~

✓prime FREE Delivery Thu, Aug 12

Kindle

\$3⁹⁹ ~~\$14.95~~



The 6 Secrets to Winning Any Local Election – and Navigating Elected Office Once You Win!: A Step-by-Step Guide to Campaignin...

by Hon. Kenneth "Ken" Reid | Nov 13, 2020

★★★★★ 19

Kindle

\$8⁹⁹ ~~\$9.99~~

Available instantly

Paperback

\$22⁹⁷ ~~\$29.95~~

✓prime FREE Delivery Wed, Aug 11



How to get Elected to State & Local Office: A beginner's guide

by Timothy Hickman and Catherine Hickman | Apr 5, 2019

★★★★★ 53

Paperback

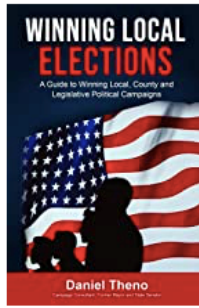
\$9⁹⁵

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Winning Local Elections: A Guide To Winning Local, County and Legislative Political Campaigns

by Daniel O'Connell Theno | Nov 15, 2018

★★★★☆ ~ 20

Paperback

\$14⁹⁵

✓prime FREE Delivery Thu, Aug 12

Here's a tremendous resource for running a successful local political campaign. It is a "how to" guide that concentrates on the basics on how to win.



The Campaign Manager: Running and Winning Local Elections

by Catherine Shaw | Feb 20, 2018

★★★★☆ ~ 81

Paperback

\$29⁷³ to rent

\$39.04 to buy

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\$24.94 (38 used & new offers)

Kindle

\$27⁰⁹ ~~\$39.99~~



Running for Office as an Online Candidate: Web Strategies for Local Campaigns

by Shane Daley | Jan 5, 2018

★★★★☆ ~ 15

Paperback

\$12⁹⁹

Get it as soon as **Wed, Oct 20**

FREE Shipping on orders over \$25 shipped by Amazon

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\$12.53 (7 used & new offers)

Kindle

\$9⁹⁹ ~~\$12.99~~

Available instantly