



Problem

Traditional Campaign Politics

Traditional campaign politics, we define, as amassing a large amount of money from anybody, mainly for the purpose of discrediting the competition.

List of Concerns with Traditional Politics

- Traditional politics, although seemingly effective, is not the best approach.
- Traditional politics tends to polarize and weaken America rather than strengthen America.
- Traditional politics is a poor use of money especially when the economy is tight.
- Traditional politics does not generally demonstrate specific solutions.
- Traditional politics does not provide true transparency of the candidate's full intentions.
- Traditional politics does not always demonstrate the capacity to develop good policy.
- Traditional politics does not demonstrate the ability of the candidate to run a cost-effective government-related entity.

Challenge to Voters

1. Candidates, who spend a lot of money during the election and provide no specific solutions, can be expected to do the same after elected.
2. Candidates who demonstrate loyalty to special interest groups and major parties before the election can be expected to do the same after elected.
3. Candidates who throw mud before an election can be expected to do the same after an election.

So why do we continue to use traditional politics?

The demand for a different approach has not been strong enough. Today, the demand is strong. The voters are looking for answers and the nation is in need of solutions.

Current Situation

In 2010 and the foreseeable future, Federal, State and Local Governments will have to find more solutions with less money. Candidates will need to demonstrate frugality in their campaigns not just talk about frugality. The political paradigm has to shift and it has to shift in the 2010 election. Voters will need to make a deliberate decision whether to support traditional politics or support a new approach.

Goal

Develop and implement a campaign process that demonstrates solutions rather than hot air.

Obstacle

50% of America will likely stay entrenched in traditional politics. It will be up to the other 50% to support a new approach.

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Solution

SmartPoliticsSM

SmartPoliticsSM is defined as using a smaller amount of money only from voters with the emphasis on developing specific solutions and clean marketing.

Smaller Amount of Money

Typical U.S. House campaigns in Minnesota, for example, can cost \$1 to \$3 million per candidate not counting in-kind staffing and services. Candidates under the SmartPoliticsSM approach commit to a smaller amount of money at the beginning of the campaign.

Specific Solutions

The candidate should not be the product. The candidate's ability to develop solutions with the people should be the product. Why not let the people of the district take part in developing the solutions first hand with the candidate before the election? Lastly, post those solutions on the campaign website allowing more input.

Integrity Pledge

The best campaign reform comes from the candidates themselves. Voters should require their candidates to sign an integrity pledge. Here is an example of an integrity pledge for U.S. House candidates:

Integrity Pledge

1. **Stop the Negativity**

I pledge not to use the name of my opponents or the name of opposing parties on my website in any negative manner unless it is factual as supported by public record.

2. **Stick to the Issues**

I pledge to develop at least five specific solutions addressing the issues of our nation with assistance from volunteers in my district. The solutions will be on my campaign website.

3. **Fiscal Responsibility**

I pledge to spend no more than one million dollars of campaign donations during the 2010 election. I also pledge to minimize or eliminate money from special interest groups.

Candidate Signature _____ Date _____

Objective

If candidates cannot demonstrate the ability to manage their own campaign wisely, they should not be allowed to manage the United States of America.

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