

San Bernardino County Political Challenger's Group

Purpose

The purpose of this group is to create advantages and opportunities for challengers of political offices in the County of San Bernardino in order to create a more level playing field.

The incumbents have huge advantages over challengers:

1. People tend to vote for incumbents.
2. They have access to political contributions many multiples of what we're likely to see.
3. They set the rules - they have created intentional obstacles for challengers.
4. They have manipulated the offices with appointments and reorganizations to increase their influence.

Objectives

1. Share information - There are many interesting stories and situations within the County. By sharing these stories, we can all gain an edge in our campaigning.
2. Sharing opportunities - If one of us has an opportunity to speak to the public or to gain exposure, we can share that opportunity with the group. Not only will this exponentially increase our opportunities, but it adds legitimacy to our cause.
3. Coordinate media and internet communications. By having some uniformity to our messages and our stories, they are more likely to be noticed, picked up by the media, and respected by the public.
4. Support and information sharing - instead of each of us having to understand various requirements, we can all share what we know for the betterment of all of us. We are all likely to run into the same walls, obstacles and resistance. By discussing these issues at a group, we are more likely to develop effective solutions.
5. Cooperative advertising. Reaching the people of the county using traditional methods is very expensive. This is a huge county with almost 800,000 registered voters. If we pool funds, we might have access to exposure that might be out of reach for any one individual.
6. A slate. Instead of telling our supports to vote for us, we can provide a slate from the group, increasing the number of votes each of us receives.