

Honorable Joe Cunningham,

I write to thank you for serving our country in the US House. I am sure you would like to still be there and are watching with interest as new legislation like HR1 makes its way through the chamber.

I am sure you have a career that is working for you at present. However, I wonder if you would consider getting behind a non-super PAC that has recruiting and training candidates for public office as one of its main objectives.

Our Citizens Alliance for Better Candidates starts with the premise that no public office should go unopposed. Yet as you know approximately 40% still do.

We need every seat challenged in 2022. As a former candidate myself, I lead by example. Even though I was not elected, the exhilaration and opportunity to express my platform and ideas was a great exercise that more people should pursue.

So, I ask you Joe, to support our efforts to recruit, train, launch campaigns, serve as surrogates, and boost fundraising and field activities for candidates challenging Republican opponents in 2022 and beyond. With your support, we seek to empower as many as 10 - 20 new candidates in every state in 2022.

I would welcome the opportunity to discuss this with you further. Though I do have a background in running PACs and building political organizations, I am new to SC and welcome teaming up with a leader like you to propel our efforts. Here is a sample of the services that we anticipate providing. We welcome your feedback.

Service Provided	\$	\$\$	\$\$\$	\$\$\$\$
Candidate Prep			*	*
Network	*	*	*	*
Phone Banking	*	*		*
CRM	*	*		*
Opposition Research		*	*	*

Campaign collateral		*		*
Social/Paid Media		*		*
Media Outreach			*	*
Field Operations			*	*
Candidate Coaching				*
Compliance		*		*
Fund Raise		* + %	* + %	* + %
Surrogate			*	*
Verify/Evaluate	*	*	*	*

Just in case you are interested in my background, and what my motivation is for reaching out to you:

Career Achievements:

- Political campaign manager coordinated statewide ballot access drives and directing daily campaign operations for at least 10 candidates running for federal, state and local office over a 12-year stretch (see partial list of clients below). Served as founder, director, organizer, fund-raiser, policy writer, canvasser, media relations and press coordinator.
- Independent sales and management consultant for over 12 years specializing in e-Commerce development, strategic planning, PR and marketing campaigns, sales personnel training, temporary retail management and organization building.
- As a freelance writer, I covered a broad spectrum of non-fiction genres and issues from business to political. Specific works included press releases, advertising, direct mail, telephone scripts, speeches, trade articles, web content, full-length manuscripts, policy position papers, business and campaign plans, training manuals and company handbooks. My most recent blog post features a review on Robert Reich's book: "The System" posted here <https://bettercandidates.org/blog>.

*Political Campaigns:*

- J. A. Moore for State House (SC) 2020
- Michael Bloomberg for President 2020
- Terry Modglin for Delegate 2013
- Robert Sarvis for VA Governor 2013
- Ken Hildebrandt for Congress 2012
- Karen Kwiatkowski for Congress Draft Committee 2011
- Steve Smith for Sheriff (Greene County, VA) 2010
- Daniel Imperato for Florida Governor 2010
- Carey Campbell for Fairfax, VA Supervisor 2009
- Committee to Draft Michael Bloomberg 2008, 2012
- Ralph Nader for President 2004, 2008
- Graylan Hagler for Ward 4 DC Council 2007
- Joseph Oddo for Congress 2004, 2006, 2008
- Gail Parker for US Senate 2006, 2008; Congress 2012
- Russ Potts for VA Governor 2005
- Kent Mesplay for President (seeking Green Party nomination) 2003-04

I can solve whatever challenge is presented by tapping into my diverse campaign management background that is supplemented with expertise in sales, marketing and business management. I write, train, speak, organize, and manage with keen accuracy and productivity.

Here are additional strengths that our startup team offers:

- Precise attention to accurate and efficient delivery of services with special attention to detail, follow-up and profitability.
- Independent self-starting with demonstrated success in managing multiple projects while thriving on the challenges of a demanding environment.
- Superior oral communication skills both writing and delivering public speeches.
- Comfortable in a rapid paced environment responding to large amounts of information while staying focused to produce the right results.
- Exceptional "people skills", the ability to develop and nurture an enthusiastic professional staff, and a love of leadership.
- Superior client references and impeccable professional ethics.
- Diverse background in sales management, non-profit organizing and community advocacy.

It would be an honor to find a productive activity to participate in with you. Perhaps we can even set the stage for you to challenge the incumbent governor here in SC?

Best to you.

Joe Oddo

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