



2026 Candidate Recruitment Plan

wvdemocrats.com/recruit
[WVDP 2026 Recruitment Worksheet](#)

Objective: To recruit candidates for 100 State House Districts, 17 State Senate Districts, Congress, Statewide Board of Public Works offices, and all County offices.

1. Organizational Structure:

a. WV County Democratic Executive Committees:

These committees will serve as the primary source for candidate recruitment in their respective counties.

b. WV State Democratic Executive Committee:

The state committee will provide guidance, resources, and support to county committees and support the overall recruitment efforts.

c. WVDP Elected Officials: Identify and recruit candidates from personal networks, make personal calls or introductions to strong prospects, serve as mentors for new candidates, and publicly encourage Democrats to run.

d. Allied Organizations:

Includes labor unions, county associations and clubs, WVDP caucuses, and recognized party organizations. These groups will help identify potential candidates, provide support networks, and promote recruitment efforts.

e. WVDP Staff:

The Executive Director and their designee(s) will be responsible for implementing and updating the plan, including providing regular contact to the County DEC's, WVSDEC, WVDP caucuses, invested partners, and potential candidates.

2. Training and Support:

a. Training Opportunities:

Organize on-line, 1:1, and in-person workshops on effective candidate recruitment and support strategies.

WVDP is partnered with the National Democratic Training Committee (NDTC) and is developing dates for various trainings as well as online resources.

[Train Democrats + WVDP](#)

b. Resources:

Develop comprehensive candidate support guides, a recruitment toolkit consisting of sample emails, phone scripts, etc., and informational materials to assist committee members in their efforts.

[NDTC Political Candidate Recruitment Course](#)

c. Mentorship program:

Establish a mentorship program where experienced committee members can guide and support new members in the candidate recruitment process.

3. Recruitment Goals and Deadlines:

August - September 2025

- **Candidate Outreach:**

- Recruitment efforts should aim to identify at least 1 potential candidate per unfilled district/position.
- Current incumbents should be contacted to identify their intentions and included in the recruitment workspace.
- WVSDEC Members will communicate with County DEC's to assist with recruitment efforts.
- WVDP Executive Director or his designee will send out regular communications with progress updates and requests.
- County Democratic Committees to submit names of prospective candidates by September 30, 2025.

- **Communication:**

- Bi-weekly and 1:1 check in calls with WVDP Legislative Team, WVDP Chair, E.D., WVSDEC, County DEC's, and others.
- Utilize the provided sample emails (see below) and toolkit for committee members to send to prospective candidates.

- **Candidate Contact Flow**

- Initial Ask – County DEC's or Elected Officials invite prospects
- Follow-Up Call/Meeting
- Mentor Connection
- Decision Ask – WVSDEC Member, ED, County Chair, or Elected Official

- **WVDP Recruitment Workspace Development:**
 - Develop a secure online workspace accessible to County DEC chairs, WVSDEC members, elected Democrats, and others for submitting candidate names and contact information to the party chair and executive director. This will be mobile compliant so that committee members can utilize their phones and tablets to submit names.
 - Ensure the online workspace is able to receive and manage data with relevant fields such as name, contact information, incumbency, district/position of interest, and any additional relevant details.

October - December 2025

- **Candidate Commitments:**
 - WVDP Staff and Officers will contact prospective candidates identified in the WVDP Recruitment Workspace to offer encouragement and assistance.
 - County committees and caucuses will follow up with prospective local candidates to determine their level of commitment and willingness to run for office.
 - Committees should aim to have discussions with the identified prospective candidates to encourage filing pre-candidacy paperwork and begin building campaign infrastructure.
- **Communication:**
 - Bi-weekly and 1:1 check in calls with WVDP Legislative Team, WVDP Chair, E.D., WVSDEC, County DEC's, and others.
 - Utilize the provided sample emails (see below) for committee members to send to prospective candidates.
- **WVDP Recruitment Workspace Updates:**
 - Regularly update the WVDP Recruitment Workspace with the progress of candidate outreach and indicate whether a prospective candidate has shown interest in running for a particular position.

January 2026

- **Candidate Follow Through:**
 - County committees will work with the state executive committee to finalize the candidate slate for each district and position.
 - Committees to have at least one Democratic candidate identified for each targeted district and position.
 - Develop plans for local campaign announcements.
- **WVDP Recruitment Workspace Updates:**

- Regularly update the WVDP Recruitment Workspace with the progress of candidate outreach and indicate whether a prospective candidate has shown interest in running for a particular position.
- **Provide Support:**
 - The state executive committee will offer support, resources, and guidance to the candidates throughout their campaign in a fair and unbiased manner.
 - Committees will assist candidates with fundraising efforts, volunteer recruitment, and direct voter contact.

Sample Email Templates for Committee Members:

Subject: You should run for office in [County]!

Hi [Name],

I'm with the [County] Democratic Committee. We think you'd be a strong candidate for [Position] in 2026.

We'll help with training, volunteers, and resources. Can we talk this week?

— [Name], [County] Democratic Committee

Subject: Join the Democratic Movement - Run for Office in West Virginia!

Dear [Prospective Candidate's Name],

I hope this email finds you well. I am reaching out as a member of the [County Name] Democratic Committee, and we are actively seeking committed individuals like yourself who are passionate about making a positive impact on our community.

We believe you possess the qualities and values that align with the West Virginia Democratic Party's vision for a better future. We are looking for dedicated individuals to run for [Specific Position] in the upcoming election.

By running as a Democratic candidate, you have the opportunity to bring about real change and represent the voices of our community. Your unique perspective and experiences are invaluable in shaping policies that address the challenges and opportunities faced by West Virginians.

I would be happy to provide you with more information on the responsibilities and expectations of the position, as well as resources and support from our committee and the West Virginia State Democratic Executive Committee. Your commitment to public service can make a significant difference in the lives of our fellow citizens.

Please let me know if you are interested in exploring this opportunity further. We would be honored to have you as a member of our team and support you throughout your campaign journey.

Thank you for considering this important step towards making a difference in West Virginia. I look forward to hearing from you soon.

Sincerely,

[Your Name] [County Name] Democratic Committee

Google Workspace for Candidate Submissions:

The West Virginia Democratic Party has developed a secure online workspace to streamline the candidate recruitment process. County DEC chairs, WVSDEC members, elected Democrats, and others can submit prospective candidates by clicking here: [WVDP 2026 Recruitment Support Form](#).

Once submitted, recruitment partners will be granted access to the full workspace.

The information submitted will be reviewed by the party chair and executive director for follow-up and further communication. The recruitment workspace will be regularly updated to track the progress of candidate recruitment efforts and display the status of each prospective candidate.

We appreciate your commitment to helping us build a strong Democratic Party in West Virginia. Your efforts are crucial to the success of our party and our shared goals. If you have any questions or encounter any issues with the web portal, please reach out to the West Virginia Democratic Party's executive director at recruitment@wvdemocrats.com.

Thank you for your dedication and support.

Best regards,



Mike Pushkin, Chair
West Virginia Democratic Party

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