

**Minnesota NOW Political Action Committee**  
**Endorsement Guidelines**

Revised by the Minnesota NOW State Board 10/2/2010

The Minnesota NOW Political Action Committee (hereafter referred to as the "PAC") recognizes the following 6 core issues of NOW:

- Constitutional Equality
- Reproductive Rights (including repeal of all laws restricting safe, legal abortion)
- Lesbian/Gay/Bisexual/Transgender Rights
- Eliminating Racism (including promoting racial and ethnic diversity)
- Freedom From Violence
- Economic Justice (including opposition to punitive welfare policies)

to be vitally important in determining a candidate's perspective, along with her/his views on all other issues defined by the Minnesota NOW Legislative platform (hereafter referred to as "platform issues"),

Therefore the PAC uses the following criteria in evaluating a candidate's positions for the purpose of determining their grade based on the 6 core issues and the platform issues (hereafter collectively referred to as "our issues"):

- |                      |           |  |
|----------------------|-----------|--|
| <b>Endorsed</b>      | <b>A</b>  | <ul style="list-style-type: none"><li>• Solid on all 6 core issues,</li><li>• Good on all of platform issues, and</li><li>• Has demonstrated leadership on our issues.</li></ul>                               |
| <hr/>                |           |  |
| <b>Supported</b>     | <b>B</b>  | <ul style="list-style-type: none"><li>• Solid on 5 of the 6 core issues,</li><li>• Supports a majority of the platform issues, and</li><li>• Has demonstrated leadership on our issues.</li></ul>              |
|                      | <b>OR</b> |  |
|                      | <b>B</b>  | <ul style="list-style-type: none"><li>• Solid on all 6 core issues,</li><li>• Supports a majority of the platform issues, and</li><li>• <u>Has not</u> demonstrated leadership on our issues.</li></ul>        |
|                      | <b>C</b>  | <ul style="list-style-type: none"><li>• Supports 4 of the 6 core issues, and</li><li>• Supports a majority of platform issues.</li></ul>   |
| <hr/>                |           |  |
| <b>Not Supported</b> | <b>D</b>  | <ul style="list-style-type: none"><li>• Opposed to 2 or more of the 6 core issues and/or supports less than a majority of platform issues, and/or takes strong opposition to any of the core issues.</li></ul> |
|                      | <b>F</b>  | <ul style="list-style-type: none"><li>• Opposed to 2 or more of the 6 core issues, and/or</li><li>• Has demonstrated prominent leadership in opposition to any of our issues.</li></ul>                        |

(continued)

- NR
- Not a serious candidate, or
  - Candidate is seeking a poor rating to promote opposition to any of our issues, or
  - The PAC feels the candidate is unsuitable or unratable in any way.

The Minnesota NOW PAC may:

- Endorse A's.
- Support A's and B's when:
  - a) money is needed (there is a contest and the campaign is not overfunded), and
    - i) the opponent was given a lower rating, or
    - ii) the candidacy is viable, or
    - iii) the candidate has a leadership position of importance to us, or
    - iv) the candidate's opponent has a leadership position of importance to us or has been effective in opposing any of our issues.
- Support C's when:
  - a) there is a request from a local NOW Chapter to be allowed to raise local money on behalf of the candidate, or money is needed (there is a contest and the campaign is not overfunded), and
    - i) the opponent was given a lower rating on, or
    - ii) the candidacy is viable, or
    - iii) the candidate has a leadership position of importance to us, or
    - iv) the candidate's opponent has a leadership position of importance to us or has been effective in opposing any of our issues, or
    - v) the candidate has a leadership position which can help us and will not be detrimental to any of our issues.

**Endorsement** - Includes that the candidate may use the Minnesota NOW PAC name, and may include any or all of the benefits listed under "Support" below.

**Support** - Candidates who are Supported (but who are not Endorsed) may NOT use Minnesota NOW's name. Support may include the use of the Minnesota NOW membership list and labels, permission to purchase an ad in the *Minnesota NOW Times*, a PAC contribution, listing as a graded candidate in Minnesota NOW publications and web site, and volunteer help from Minnesota NOW members on an organized basis.