

Mark Herzfeld For CO HD 25

Precinct Captain Toolkit

Updated June 5, 2026

About this Toolkit

This toolkit helps precinct captains plan and implement outreach to voters to promote Mark Herzfeld as a candidate for HD25. It includes:

- Order information for palm cards/flyers/signs (see below)
- Talking points for you to use anytime you chat with neighbors/voters (page 2 below)
- An agenda/plan for a house event (page 3 below)
- A discussion guide you can use to lead an issues discussion at an event (pages 4 and 5 below)
- Draft email and text messages you can use to reach out to neighbors/voters (pages 6 and 7 below)
- Volunteer recruitment guide (page 8 below)
- Door-to-door canvassing guide (page 9 below)
- Captain's feedback form (page 10 below)
- Volunteer Canvass Guide (separate document)

Mark's primary information sources:

- Website: www.HerzfeldForColorado.com
- X: @HerzfeldForCO
- Instagram: @HerzfeldForColorado
- Facebook: @HerzfeldForColorado

Order information:

Name

Address

Phone

Email

I need the following quantities to distribute to my neighbors

___ Signs ___ Cards ___ Donation Envelopes ___ Business Cards

Please send completed forms to jeffcohd25chair@gmail.com

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Mark Herzfeld for Colorado HD 25 Talking Points

Mark Herzfeld has strong conservative views and beliefs.

- **Inflation:** Mark Herzfeld wants to mitigate effects of inflation by eliminating regulations, cutting taxes, supporting TABOR and opposing new taxes, fees, or hidden charges
- **Economy and Jobs:** Mark Herzfeld believes we can drive small business and job creation through cutting taxes and regulations, opposing mandates and fees, expanding vocation programs and apprenticeships and investing in critical infrastructure
- **Affordable Housing:** Mark Herzfeld thinks housing can be more affordable through streamlined permitting, tax credits for builders, financial assistance for first-time buyers and reduced property tax
- **Immigration:** Mark Herzfeld wants to control the border, eliminate sanctuary jurisdictions, cooperate with Federal authorities, remove criminals first and make legal immigration transparent, more streamlined and accountable
- **Taxes/Spending/TABOR:** Mark Herzfeld supports TABOR and wants to reduce state government size, including freezing non-essential hiring, cutting waste, blocking TABOR workarounds and rejecting tax increases, even reducing taxes
- **Crime and Safety:** Mark Herzfeld wants to put and keep criminals in jail, plus he supports tougher penalties and bail for repeat and violent offenders and fentanyl dealers, fully funding law enforcement and protecting qualified immunity for law enforcement
- **Parent's Rights and Education:** Mark Herzfeld thinks every school must have a trained resource officer, curriculum transparency, a focus on the basics, along with wide options for families such as charter, private and homeschool options; all to promote safety, transparent and freedom of choice in education
- **Energy Policy:** Mark Herzfeld believes we must challenge rate hikes and fee structures, broaden energy strategy to include fossil fuels and nuclear, and push utilities to upgrade and harden infrastructure
- **Wildfire Protection/Mitigation:** Mark Herzfeld desires more aggressive forest management, along with tight collaboration with Federal agencies and homeowner support for infrastructure hardening
- **Tammy Story:** Tammy Story consistently votes in favor of gun control, trans rights, eliminating TABOR controls, teachers' union issues and new regulations on industry and business. She consistently votes against tax cuts, family and parent rights and educational options. Most recently, Story voted to allow patients to sue mental health professionals who do not purely affirm a patient's gender confusion.

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House Event Agenda/Plan

Agenda:

1. Introduce yourself and thank attendees for coming
2. Introduce Mark whether he's there or not (see intro below)
3. Overview of Mark's positions (he or you can do this)
and/or
Use the discussion guide on pages 4 and 5 to engage attendees in discussion
4. Pass out any printed materials you have prepared
5. Welcome any additional questions
6. Ask if anyone would like to have a sign
7. Encourage a donation and pass out donation envelopes
8. Thank everyone for attending and invite them to seek other information from Mark's website and social media pages

Mark's Intro Text:

Mark Herzfeld is a decorated B-52 Aircraft Commander, a retired Air Force officer, a retired 787 Captain for United Airlines and a lifelong Colorado community volunteer. Mark is running for Colorado House District 25 because he believes HD25 deserves a leader who live the values of honesty, integrity and tenacity. Given the direction Colorado is currently going, Mark believes his values and experience are valuable in a legislative service role.

Planning Steps:

1. Identify those you will invite (including Mark, who you'll need to coordinate with)
2. Identify a date and location
3. Determine what refreshments you'll make available
4. Write and send the invitation
5. Order and print any materials you need for the event
6. Write down an agenda for yourself to follow using the materials in the toolkit
7. Send a reminder 2 days prior to the event
8. Watch the weather for the days leading up to the event
9. Send a thank you note after the event to participants

Tips:

- Keep meeting to 1 hour if possible
- At a minimum, provide non-alcoholic beverages (water, juice, soda)
- Practice talking points ahead of time
- Stay calm

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Mark Herzfeld Discussion Guide

Discussing issues helps people remember what they've talked about and enables them to more easily repeat information to others. When engaging people in group discussion at a house meeting or larger event, the following process and tips will help you lead the discussion.

Step	What to say
Discover interests	What are the most important issues for you?
Confirm issues for the discussion	So, let's focus on these three issues: (repeat the three top issues)
Issue #1 Explain Mark's position Ask questions Guide back to Mark's positions where possible	Use talking points on page 2 Use questions just below
Issue #2 Explain Mark's position Ask questions Guide back to Mark's positions where possible	Use talking points on page 2 Use questions just below
Issue #3 Explain Mark's position Ask questions Guide back to Mark's positions where possible	Use talking points on page 2 Use questions just below
Prepare to close discussion	Is there anything else about any of the three issues we've discussed anyone/you would like to add?
Thank everyone in the discussion	
Direct to additional information about Mark	If you have more questions about Mark's positions on the issues, see his website at www.HerzfeldForColorado.com .

Issue Questions for Discussion:

- Inflation:
 - What is causing you economic pain?
 - How do you think government makes the cost of living worse?
- Economy and Jobs:
 - What do you believe stifles small business growth and job creation?
 - How should government be involved in ensuring business and job growth?
- Affordable Housing:
 - What makes housing more expensive?
 - What would make your housing more affordable?
- Immigration:
 - How has illegal immigration affected our community?
 - What do you think the priorities should be regarding immigration?
- Taxes/Spending/TABOR:
 - What do you think about the fact that while Colorado's population has grown 5.5% in 8 years, the state budget has grown 45-55%?
 - What should state government do regarding TABOR?

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- Crime and Safety:
 - What do you think will help to bring down crime in Colorado?
 - What should be the role of law enforcement in preventing crime?
- Parent's Rights and Education:
 - How should parents be involved in their children's education?
 - What things should be done to make schools safer and more successful?
- Energy Policy:
 - How has changing energy policy in Colorado affected you?
 - What would you like to see change about currently energy policy?
- Wildfire Protection/Mitigation:
 - Given we live in a high-risk wildfire area, what should our community do about that?
 - How should state government be involved in wildfire protection and mitigation?

Tips:

1. Don't talk about more than 3 issues during the discussion
2. Avoid being combative
3. Listen intently
4. Don't ask questions that just solicit Yes/No answers to get more discussion
5. Try to give everyone in a group who wants to speak time to speak. If someone goes on too long, interrupt, thank for the contributions, and explain others need time to contribute.
6. If a question you cannot answer or issue outside what's in this document comes up, take it down and tell the group you'll share with Mark and get back to them with an answer



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Sample Email and Text Messages

Any of the messages below can be used when emailing or texting neighbors/voters in your precinct.

Tips:

- Keep messages brief
- Make subject line very descriptive but brief
- Include a clear signature
- Avoid sending spam messages during the next 7 months so election messages are not lost
- Always include a way for people to get more information (typically a link to Mark's website and/or his social media platforms)

Email Messages:

- Tammy Story is against cutting taxes, including property taxes, and she wants to keep your TABOR refund to fill budget gaps she helped create.

Mark Herzfeld believe in lower taxes, TABOR's spending constraints and tax credits for first-time home buyers. He wants fewer fees and regulations, lower property taxes, and end to TABOR work arounds.

Support Mark Herzfeld for Colorado HD25. Donate at www.HerzfeldForColorado.com and vote in November.

- Tammy Story has sponsored bills to systematically reduce accountability for teachers by reducing the use of student performance data in teacher evaluations. She is pro-teachers' union at the expense of students and families.

Mark Herzfeld believes in parental rights, transparency in educational curriculum and a focus on the basics. He also wants trained resource officers in every school.

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- Tammy Story just voted to allow patients to sue mental health professionals who do not purely affirm a patient's gender confusion. Even after the U.S. Supreme Court shut down Colorado's law restricting mental health professionals' dialogue with patients on the topic. But she hasn't done anything to make health insurance more affordable.

Mark Herzfeld wants to cut regulations that stifle development, cut taxes that make housing more expensive, and provide incentives for developers and first-time home buyers.

Support Mark Herzfeld for Colorado HD25. Donate at www.HerzfeldForColorado.com and vote in November.

Text Messages:

- Mark Herzfeld is for fewer regulations, lower taxes and constraints on spending. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld supports incentives for developers and first-time home buyers to make housing more affordable and available. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld supports controlling the border, cooperation with Federal authorities to remove criminal illegals first and streamlined legal immigration. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld wants stronger penalties for repeat and violent offenders, full funding of law enforcement and a return to state qualified immunity. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld believes in parental rights, curriculum transparency, a trained resource officer in every school and freedom of educational choice. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld wants to push utilities to upgrade and harden infrastructure and the PUC to make fossil fuels and nuclear stronger parts of Colorado's energy mix. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com
- Mark Herzfeld is for more aggressive forest mitigation and strong collaboration with Federal agencies to ensure forest management and emergency response in Colorado. Vote Herzfeld for Colorado HD25. Learn more at www.HerzfeldForColorado.com



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Volunteer Recruitment Guide

Volunteer roles

Mark needs volunteers to help with:

- Door-to-door canvassing
- Making phone calls
- Events (set up, tear down, welcoming)
- Social media engagement (X, Instagram and Facebook)

Recruitment script

“Your few hours of volunteer time could reach as many as 30 unaffiliated voters, helping us secure Colorado House District 25 for a conservative. Would you join me for a canvass shift or to make phone calls? We’ll provide training and have some fun.”

Who to ask

Start with your personal network of friends and family. Then, look to people you’ve volunteered with for other things and those who seem to support conservative positions.

To Do List

- Make volunteer shifts fun and social
- Provide snacks
- Use a sign-in sheet to capture name, phone and email
- Do a post-shift debrief
 - Announce how many voters were reached during the shift
 - Thank everyone
 - Ask for feedback about how to make it more rewarding
 - Ask them to do it again before they depart
- Give volunteers a shout-out on social media or with a handwritten thank you
- Complete the Captain’s Feedback Form (page 10) and send it in

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Door-to-Door Canvass Guide

Mark will do door-to-door canvassing every Saturday. Want to do canvassing with Mark in your precinct? Contact Jessica Geesaman (JessicaMGeesaman@gmail.com) to get onto Mark's calendar.

Your To Do List

1. Select a date in collaboration with Mark Herzfeld (see above)
2. Recruit volunteers
3. Make a list of all confirmed volunteers with their phone numbers so you can reach them on the canvass day
4. Send the Volunteer Canvass Guide and Mark's Talking Points to all volunteers in advance and ask them to prepare ahead of time (point them to Mark's website and social media for more information)
5. Remind your volunteers two days prior to the scheduled date
6. Confirm assignments two days prior to the scheduled date
7. Meet volunteers at the beginning of the appointed time and distribute materials
8. Make sure volunteers know how to use Numinar, or have sufficient paper for note taking
9. Agree with volunteers on a meeting time and location for the end of canvassing
10. Do the canvassing
11. Debrief with volunteers at the end of the canvassing time to gather notes and other information from volunteers
12. Collect notes and other information not put into Numinar by volunteers
13. Thank volunteers
14. Provide notes and the captain's feedback form (see below) to Mark directly (email or text)

Materials to Bring

- 2 extra clip boards
- 10 extra pens
- Extra blank paper (can just be printer paper for note taking)
- Campaign literature
- Printed talking points and Volunteer Canvass Guide for each volunteer (second one can be printed two-sided)
- Extra bottles of water
- Sunscreen to share

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Captain's Feedback Form

Your feedback helps us improve the process for precinct captains and candidates in the future. It also helps us evaluate the success of different approaches during a campaign to provide better counsel to candidates. Thank you in advance for your feedback.

Captain's Feedback Form for Canvassing and Events

Date of Canvass or Event

Name

Precinct Number

Phone

Email

Please list total numbers below for the day/event:

___ Doors Knocked/Number of event attendees

___ Cards Handed Out

___ Donation Envelopes Handed Out

___ Donations Received Total \$ _____

___ Signs Requested

List sign requester names and contact information below:

___ New Volunteers

List volunteer names and contact information below:

Please send completed forms to jeffcohd25chair@gmail.com