

Caldwell school board candidate Nicole Hyland's written responses, received Oct. 17:

1. I did notice that nearly half of your money so far has come from Chris and Nicole Trakel, and I also noticed that Kent Marmon is a donor. Are these donations indicative of your political base of support heading into the election?

I'm not exactly sure if I understand your question here. Please rephrase your question.

2. How much money do you expect to (or hope to) raise between now and Election Day? And what is your strategy for spending campaign donations between now and Election Day?

So, again, I'm not sure about your question. Typically, school board races are minimally supported by donations and oftentimes self funded - even with opponents. It's just not a top priority for donors -sadly. It generally is NOT like a city council or even a state legislative race campaign. But as to raising money now, 3 weeks before an election, I don't see a reason to. Donations or personal funding was needed (in a small race like this) in the beginning or right away so materials can get ordered in time to effectively distribute before election day. Therefore, my strategy now (and always) is to save the funds for incidentals, such as last minute printing costs or social media ads, etc.. In my opinion, being financially responsible with all donations bodes well with those who have trusted me with their hard earned money. Besides, responsible spending and saving of other people's money is the biggest "thank you" I can give to my donors. I appreciate all of my donors no matter the dollar amount given.

3. I'm curious in general about the role and the importance of fundraising in school board elections. It seems like some board races around the state have grown more expensive, but school board races are still very localized elections. How important do you consider fundraising in your campaign?

Yes, school board races are and always will be a "localized" election. A school district election is NOT something that should be done on a state-wide level- that would make no sense. But yes, school board races have indeed grown more expensive. I can't speak for every school board race, but in regard to Caldwell School District(CSD) specifically, all 3 incumbents have challengers and that does drive up the cost for each race. So, for a race like CSD's, I do consider fundraising and/or donations to be very much important. If it weren't for my donors, my campaign cards may have been delayed and/or in a smaller quantity. Thankfully though, it was more advantageous for me to go with a higher quantity of cards. The message won't be spread by having a small amount of glossy and pretty looking rack cards at an expensive rate. If a candidate wants a low budget but effective campaign, they have to make and keep a low budget campaign and stick with it. It is very hard to do, but it can be done. So, again, yes- fundraising is important in all elections that have opponents.