The Honorable Claudine Schneider  

Special Exhibit: A Century of Women in Congress

Raising Money  
Representative Schneider reflects on how it was easier to raise more money during her second run for Congress in 1980.  
*Interview recorded January 20, 2015*

Yes, I was able to raise more money the second time I ran because as one of the reporters said, "Oh, well, you know, campaigns, they're like horse races." I was like, "What? I've never been—you know, I've never been on a horse. What do I know?" And he said, "Well, win, place, or show." And he said, "People want to put their money on a winner. So, you already showed that you could win last time around, so they're going to give you more money this time around because they see you as a potential winner." So, that was one of the key reasons that I was able to raise money within the state. Then, from the national point of view, as a Republican, where the registration was 15 Democrats to every one Republican, and everybody saying, "Oh, you'll never win, you'll never win." Well, after I got 48 percent of the vote in the first election, then—the national Republican organizations looked at Rhode Island previously as a black hole for the Republican Party—now they said, "Well, we may have a winner here." So, they, too, were interested in giving me some money.