

The Honorable Claudine Schneider
U.S. Representative of Rhode Island (1981–1991)

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.