

Fundraising

Developing a Plan and Infrastructure

Goals: The amount of money the campaign needs to raise by Election Day to win.

Target and Lists: Individuals or groups from whom the campaign plans to solicit in order to reach the fundraising goals.

Organization: The mechanics of the actual fundraising operation.

Timeline: Working backward from Election Day, put together a week by week calendar.

Events: High-dollar and low-dollar events can be great organizing tools and can raise good money, but they require a lot of work and careful planning.

Other Strategies: These include surrogate fundraising, direct mail, telemarketing, and internet fundraising.

Targeting Donor

Family and Their Friends

Do not underestimate the power of asking family members and their friends to contribute to a campaign. Raising money early from your family members is a motivating and confidence-building first step in the fundraising process.

Friends and Their Friends

Friends of the candidate or the campaign are obvious targets for fundraising appeals. Continuously expand your base by building supporters through friends. People are much more likely to support a campaign when they receive a personal recommendation.

Personal Rolodexes and Holiday Card Lists

Using personal lists, former college friends, clients, business associates, or co-workers.

Past Political Contributors

Use the history of individuals and PACS by visiting websites like www.fec.gov and ww.tray.com. It is important to not however it is against federal law to take a list and begin calling to request donations.

Members of Supportive Groups

Grassroots campaigns often rely on the support of other like-minded organizations and individuals but frequently neglect to make a fundraising connection to these groups.

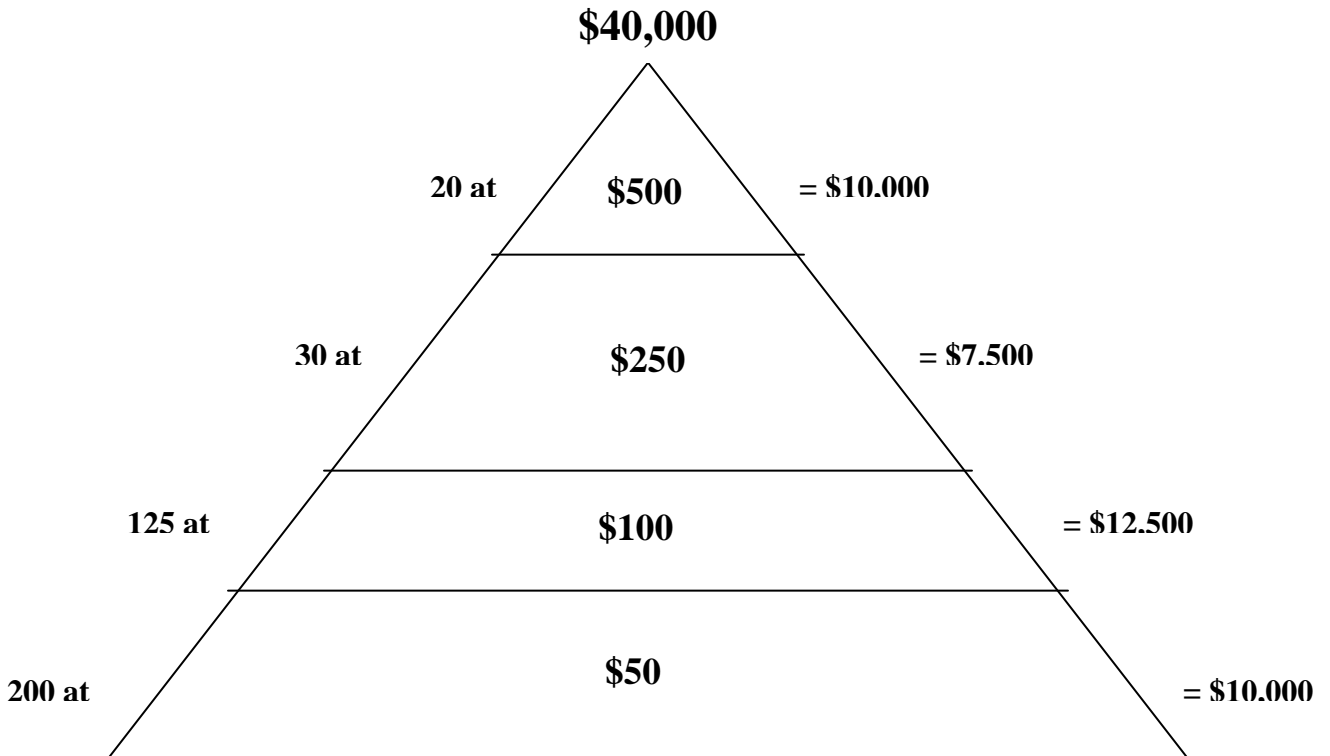
Political Action Committees

Organizations that provide political guidance and financial support for candidates who support like minded causes.

Local Party Activists and Party Officials

Great source of contributions to a campaign they often know the issues and have extensive contacts with other potential sources.

Sample Fundraising Pyramid



Candidate Call Time Suggestions

You can make your candidate's calling time most productive by following four suggestions:

Suggestion #1: Make sure that calling is done in a quiet room, far away from the hubbub and interruptions of the campaign. The room must have at least two phone lines and phones - one for the candidate to talk on while a member of the fund raising staff sets up the next call.

Suggestions #2: Verify the accuracy of all phone numbers before the calling session begins. Make sure there are enough prospects with good numbers to fill the available calling time.

Suggestion #3: While the candidate is talking to a prospect, the fundraising staffer should get the next prospect on another line. When the candidate finishes with one prospect, she can switch without downtime to the next prospect:

Suggestion #4: Keep careful, complete notes on each call so that follow-up letters can be done right after the session.

Events

Events are expensive and time consuming. Sometimes, however, events are the only way to raise money from a particular group of donors. For instance, political action committees and certain ethnic groups prefer to make contributions in conjunction with an event so that they have the opportunity to meet the candidates and discuss key issues.

Steps to Holding an Event

1. Select a host who will underwrite the cost of the event and provide a location.
2. Select a date for the event. Collaborate with the host, manager and scheduler to select a date that doesn't conflict with critical campaign obligations such as debates.
3. Set the ticket price. Set a price that fits the audience you are hosting the event for.
4. Identify a host committee. The candidate must ask each prospective host committee member and ask them to raise a specific amount.
5. If the host feels it is beneficial, schedule a meeting of the full host committee as soon as possible so that members can meet their peers and become publicly invested in the fundraising process.
6. Have the candidate and hosts make phone calls to secure sponsors for the event.

7. Design and produce the invitation.
8. Have volunteers make RSVP calls in the week leading up to the event to all invitees who will not be approached by the candidate, host, or a committee member.
9. Send a reminder to all invitees with email address or faxes several days before the event.
10. Starting the week before the event monitor ticket sales on a daily basis.
11. Work with the host to advance the event.
12. Send follow-up letters out immediately after the event to attendees who did not bring their contributions with them.
13. After the event have the candidate personally thank the host and committee members.

Event Basics

- Events are expensive and time-consuming.
- Celebrities and concepts alone do not make for a successful event.
- Do not give out complimentary tickets.
- Events should not cost more than 10 percent of the money raised.

Grassroots Events

- Most campaigns will establish a program to reach out to voters and volunteers through house parties. These events provide an excellent opportunity to raise small contributions, which will in turn show that your candidate has broad-based financial support.
- Work with the manager and field director to coordinate field raisers, events that are equal parts field and fundraising. Candidates rarely attend these events, so it is important to send a surrogate from the campaign, whether a staff member or a volunteer.
- Larger campaigns with bigger budgets may consider producing a brief video from the candidate that can be viewed at these events.
- It is essential that you collaborate with the field director to prepare a comprehensive instruction packet for hosts since they will be doing most of the planning and preparation for the event. Packets should include detailed instructions on how to plan, a sample invitation, campaign literature, reply envelopes and instructions on how to collect contributions.

Sample Event Timeline

Week 5

- Identify and select host and committee members.
- Work with host to secure a location.

Week 4

- Hold an organizational meeting or conference call with host and committee.
- Collect list of invitees from host and committee members.
- Identify individuals from candidate's donor base that should receive an invitation.
- Produce and mail invitations to all prospective donors that have been identified.

Week 3

- Identify key invitees who should receive a call from the candidate, host, or a committee member, and distribute calls accordingly.
- Monitor Ticket Sales. Call host and committee members to ensure that they have the information and support that they need in order to sell tickets, to assess their progress and thank them for their hard work.

Week 2

- Monitor ticket sales. Call host and committee members to ensure that they have the information and support that they need in order to sell tickets, to assess their progress and thank them for their hard work.

Week 1

- Monitor ticket sales on a daily basis. Call host and committee members to ensure that they have the information and support that they need in order to sell tickets, to assess their progress and thank them for their hard work
- Advance the event
 1. Prepare easel board listing sponsors.
 2. Have greeter at the door.
 3. Bring sign-in sheets, pens, literature, name tags and basket for contribution.
 4. Have credit card machine or credit card slips available.
- Hold the event.

Post-Event

- Send follow-up letters to individuals who attended but did not pay.
- Send thank you letters to attendees.
- Have candidates call host and committee members to personally thank them for their assistance.

Sample Response Card for Event

Saturday, July 29th, 2006

Yes, I will attend the event.

\$1000__ \$500__ \$250 __ \$100 __

I am unable to attend, but enclosed is my contribution.

Name

Address

Work Phone

Home Phone

Email

Employer

Occupation

Please make checks payable to:
Community to Elect Anton Gunn

Contributions are not deductible for federal income tax purposes.
Virginia law requires political action committees to report name, address, occupation, employer and place of business for individuals who contribute in aggregate in excess of \$100 in a calendar year.

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