



CAMPAIGN FUNDRAISING

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IDENTIFY HOW DONATIONS WILL BE USED

You will have greater success during “the ask” if you can *specifically* identify what you will use their donation for.

Example: “My goal is to reach \$500 by the end of the week so I can buy a box of palm cards announcing my run to hand out at events.”

ASK FAMILY & FRIENDS

Identify at least 10-15 people in your inner circle (friends/family) who will likely donate money to your campaign.

Decide on a specific amount you will ask for each person to contribute. If you aren't sure how much you should ask for, sometimes it's helpful to set a goal for yourself (i.e., \$500) and then determine the amount each person will need to donate to reach that goal (i.e., you'll ask ten people to contribute \$50 each).

If your friend/loved one donates, be sure to **ask if he/she can provide you two or three names** of friends they know who might be willing to support your campaign either as a favor or because they share the same mission/vision you do about the problem you hope to correct.

ASK BIGGER DONORS

Prepare a “stump speech”. This is a speech that presents your core message quickly. It should answer the following:

- Who are you? (include a personal story if relevant or intriguing)
- What is your motivation for running for office?
- What is the problem that you want to fix?
- What makes you different from the other candidate(s)?
- What do you need from the Big Donor and why?

Practice your “stump speech” in front of the mirror over and over again until it becomes automatic. This will reduce the chances of drawing a blank at critical moments due to the anxiety associated with asking for money.

Again, **tell the donor why you need their donation and specifically what you plan to use it for.** Donors don't like to blindly give away money; so, they need to see it as something legitimately necessary for your campaign.

ASK BIGGER DONORS

(CONTINUED)

Ask for a specific amount: shoot a bit higher than you are expecting. This way, the Big Donor feels like they negotiated you down when this is what you wanted to begin with.

Big Donors respond best when they believe a candidate is “winnable.” If there are polling numbers that highlight your likelihood of winning, share this.

Big Donors also want to know that you are not relying completely on him/her to fund your campaign. If possible, share information about how much you’ve contributed to your own campaign, as well as what you’ve done so far to build financial momentum. In other words, prove that you also have skin in the game, are putting in your time and sweat, and aren’t expecting others to do all the work for you.

If you succeed with a Big Donor, **ask him/her if they’d share names of colleagues or friends** who they feel would support the core mission/vision of your campaign.

CONSIDER A FUNDRAISING FIRM FOR LARGE RACES

If you are running for a statewide or federal office, you might consider hiring a local fundraising consulting firm. These firms are experts in who and how to ask for money in your community. Working with a reputable fundraising firm can boost your credibility as a candidate.

Some fundraising firms do the asking on your behalf; others might provide you with a list of potential donors to approach. Some also do targeted fundraising campaigns.

Keep in mind that hiring a fundraising firm costs money; many expect large retainers up front in addition to commission (up to 10% typically) on each donation collected. While these firms are good at what they do, you must do the math to see if the cost-benefit ratio is worth it for your campaign.

CONSIDER A FUNDRAISING FIRM FOR LARGE RACES

(CONTINUED)

Don't ever START a campaign using a fundraising consulting firm. The candidate must be the first person to get momentum going when it comes to campaign donations.

If you do choose to use a fundraising firm, you should look for:

- Current clientele. Do they share the same values as you?
- Past clientele.
- Documentation of how much money they've successfully raised for others.

MAKE THE “ASK”

Don't be afraid to ask! “No” is not the worst answer you'll ever receive in life.

When you are asking for money, **believe that you are doing the right thing!** Donors will sense your insecurity, which will make them feel insecure about donating. Believe in what you are doing and why you are doing it.

One way to help reframe “the ask” in your mind is to remember that you are “growing a movement.” **This isn't about money for YOU, but money to help the movement you plan to be instrumental in implementing.**

Help donors understand and see **they are making an investment** in something that will have a major impact now and in the future.

No one wants to invest in the “status quo;” make sure to **always emphasize how you are different, and how you intend to be an agent of change.**

FOLLOW UP WITH DONORS

When possible, **keep your donors updated on how their money is successfully contributing to your efforts.** For example, text or email a picture of you handing out the palm cards your donors helped purchase.

These updates are especially important with Big Donors. **Don't let the *only* time a donor hears from you be when you are asking for money.** Regular interaction cultivates a relationship that will work in favor of the movement you are starting into the future.

OTHER FORMS OF FUNDRAISING

Successful political fundraising requires a strategic approach that considers the campaign's goals, target audience, and available resources. By exploring different fundraising techniques and approaches, campaigns can develop a comprehensive fundraising plan that maximizes their chances of success.

Grassroots fundraising involves engaging many donors who give small amounts of money to the campaign. This approach is particularly effective for large races that rely on a broad base of support, such as statewide or federal campaigns. Social media, email campaigns, and direct mail are common methods of soliciting grassroots donations.

Fundraising events can be an effective way to raise money and build relationships with donors. Campaigns can host events such as galas, dinners, and receptions to attract donors.

OTHER FORMS OF FUNDRAISING

(CONTINUED)

Crowdfunding involves raising money from many people through an online platform. This approach can be practical for smaller campaigns or those with limited resources. Campaigns can use platforms such as GiveSendGo to solicit donations from supporters.

Matching donations are a way to incentivize donors to contribute to the campaign. A matching donation campaign involves finding a donor willing to match every donation to a certain amount. This approach can be an effective way to encourage donations, making each contribution more impactful.



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@mycampaigncoach336