



PARTY FUNDRAISING

BUILD A TRUSTWORTHY RELATIONSHIP

People will invest in a party that provides value.

Party fundraising begins with consistent outreach to build relationships and a solid, trustworthy presence in the community. Provide valuable information and solicit feedback on how the party can improve lives in the community.

- How can the party help small business owners increase their bottom line and cut through the red tape?
- How can the party help parents fight the indoctrination and pornography in the public schools?
- How can the party help pro-life and faith-based organizations protect the sanctity of life from conception until natural death?

For each demographic in the community, identify how the party can help. Then, deliver results. Prove that the party is worth investing in.

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: “Our goal is to reach \$5,000 by the end of the month, so we can purchase quality voter data for Get Out the Vote efforts in the upcoming election cycle.”

ASK FRIENDS OF THE PARTY

Start with those who are already involved with the party.

One-Time Donations

Decide on a specific amount to ask each person to contribute. If you aren't sure how much to ask for, sometimes it's helpful to set a goal (i.e., \$5,000) and then determine the amount each person will need to donate to reach that goal (i.e., you'll ask one hundred people to contribute \$50 each).

When someone 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 the party because they share the same mission/vision and concerns about issues affecting the community.

Recurring Monthly Donations

Provide a way for people to give automatic monthly recurring donations. Offer a few suggested amounts (i.e., \$10, \$25, \$50) and the option for donors to choose their own amount.

ASK BIGGER DONORS

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

- What are the primary principles of the party platform?
- What are the problems the party wants to fix?
- What is the party doing differently from previous administrations, if anything?
- What does the party need from the Big Donor and why?

Practice the “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 the party needs their donation and specifically what the party plans to use it for.** Donors don’t like to blindly give away money; so, they need to see it as something legitimately necessary for the party.

ASK BIGGER DONORS

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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 the party was hoping for to begin with.

Big Donors respond best when they believe the party can achieve mission success. If there are polling numbers that highlight the party's likelihood of winning (candidates or issues), share this.

Big Donors also want to know the party is not relying completely on him/her to fund party endeavors. If possible, share information about what the party has done so far to build financial momentum. In other words, prove that others also have skin in the game, others are investing time, talent and treasure.

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 the party.

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, **be confident the party is doing the right thing!** Donors will sense your insecurity, which will make them feel insecure about donating. Believe in what the party is doing and why.

One way to help reframe “the ask” in your mind is to remember that the party is “growing a movement.” **This money will help the movement the party plans 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 the party is different, and how it intends to be an agent of change.**

FOLLOW UP WITH DONORS

When possible, **keep donors updated on how their money is successfully contributing to party efforts.** For example, text or email a picture of party volunteers working at a trade show in a booth the donors helped purchase.

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

OTHER FORMS OF FUNDRAISING

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

Grassroots fundraising involves engaging many donors who give small amounts of money to the party. Social media, email campaigns, and direct mail are common methods of soliciting grassroots donations.

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

Matching donations are a way to incentivize donors to contribute to the party. 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.