



Best Practices: Campaign Fundraising

Unless you plan to go into personal bankruptcy (and if so you should really discuss this with your spouse), you **MUST** raise money in order to communicate your message to the voters.

Get over your fear

- Everybody has it
- The worst that can happen is they say “no”

Tools for fundraising

- Call Time
- Events
- Direct Mail
- One-on-One Donor Meetings
- Finance Committees
- Online Fundraising
- Recurring Contribution Programs

Approach fundraising with a positive attitude

- Always deliver your message and tell potential funders how you will win.
- Know your district –the Democratic Performance, historical results, ethnic make-up, etc.
- If you don’t believe people will give you money, they won’t believe it either.

Call Time is Sacred

- Schedule large blocks of time to devote **ONLY** to fundraising.
- Turn off your cell phone
- Leave your work at your office.
- Go to a location where you can focus on fundraising
- Don’t get distracted

Compile a list of prospective donors

- Develop and maintain a donor database
- Friends and family
- Prior donors to other Democratic candidates and organizations
- The best prospects are those who already give
- Lists of organizations you are affiliated with: Rotary, Kiwanis, Bar Association, Alumni Associations, PTA, Church groups, Democratic activists groups, environmental groups, Neighborhood Association, Holiday card list, etc.

Making the pitch

- Let donors know what their money is going to be spent on (tv, radio, mail, phones, door-to-door canvassing, etc.)
- Give them a deadline
- Ask for a specific amount (Determine approximately how much you think the donor can give and ask for the upper limit of that amount.)
- **THERE IS NO MORE EFFECTIVE MESSENGER THAN THE CANDIDATE.**

Thank You!

- Keep a record of commitments and follow-up with a written thank-you and return envelope.
- Always promptly thank donors for their contribution.

Important Note – Accept offers to host a fundraising event for you and schedule your own fundraiser. It’s always helpful to fundraise around an event.