

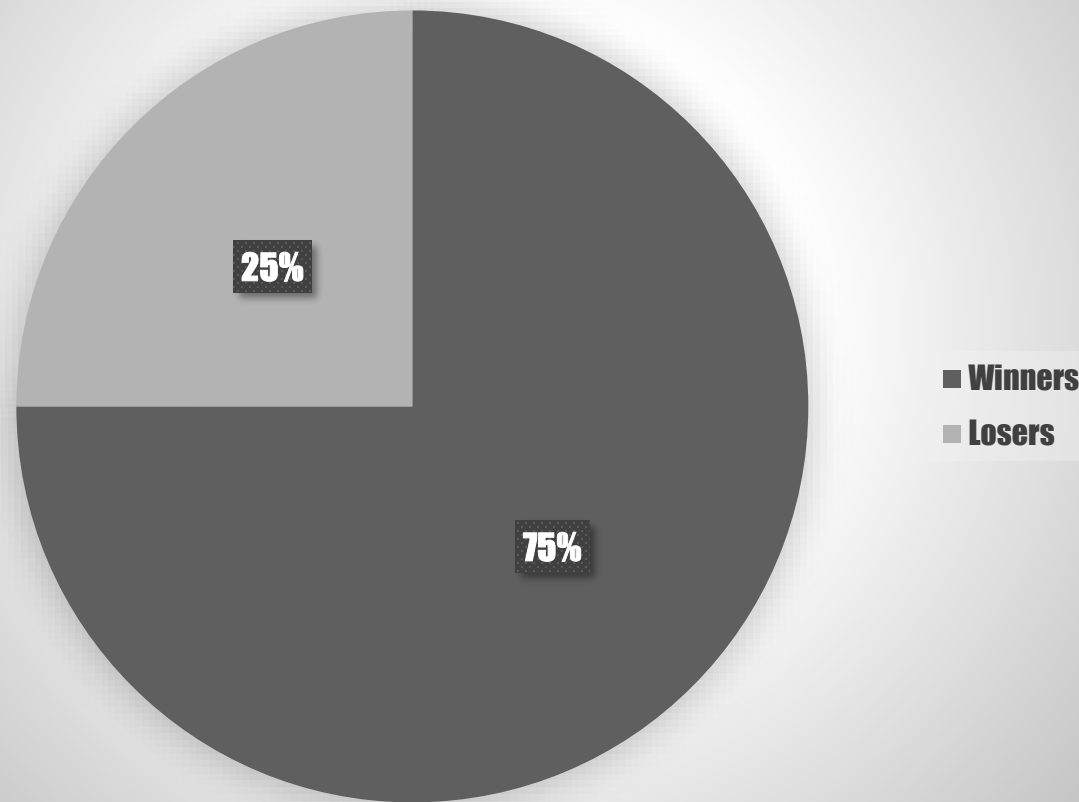
CAMPAIGN FUNDRAISING

TIPS, TRICKS, AND WHY IT'S IMPORTANT



**THE FIRST
THING YOU
NEED TO
KNOW**

**75% of the time, whoever spends the
most money wins**



HOW TO MAKE SURE YOU'RE IN THE 75%

STEP ONE: MAKE A PLAN.

STEP TWO: BE GOAL ORIENTED.

STEP THREE: LEARN TO ASK FOR MONEY.

BEING GOAL ORIENTED

- **THE FAMOUS “FRIENDS AND FAMILY” OR “FRIENDS AND ALLIES” LIST**
 - **CREATE A LIST OF PEOPLE, AND THINK OF WHAT THEY COULD REASONABLY DONATE TO YOUR CAMPAIGN.**
 - **THE GIST- IF YOU CAN'T CONVINC PEOPLE THAT KNOW YOU TO DONATE, YOU'LL PROBABLY HAVE A HARD TIME CONVINCING STRANGERS**
- **CREATE A STEERING COMMITTEE**
 - **FUNDRAISING IS A NUMBERS GAME. EXPAND YOUR NETWORK**
 - **CREATE FUNDRAISING GOALS FOR COMMITTEE MEMBERS**

LEARN TO ASK!

- **UNDERSTAND THAT MOST PEOPLE MEETING WITH YOU EXPECT YOU TO ASK**
- **INVESTMENT NOT CHARITY**

THERE ARE ONLY TWO TYPES OF DONORS

Activist Donor

- Interested specifically in the candidate.
- Cares deeply about an issue that the candidate supports.
- Typically lower dollar donor (under \$1,000)
- Social media a good outlet for prospecting.
- Very ideological, (think MAGA hats and Bernie Bros)

Access Donor

- Someone that regularly donates to candidates
- Is interested in having a good relationship with the incumbent officeholder
- Generally less partisan, tends to support the person they perceive as most likely to win.
- Very common for access donors to donate a set amount every year, research what they've donated in the past.

It's important to know which type of donor you're speaking to when you make a financial ask!

CALL TIME...

Don't get discouraged, campaign fundraising is a lot like me dating. Lots of folks will say no!

- **YOU ARE YOUR GREATEST ADVOCATE. IF YOU'RE NOT ON THE PHONE ASKING FOR MONEY EVERY DAY YOU'RE NOT DOING IT RIGHT.**
- **IF YOU CALL 100 PEOPLE (ABOUT 4 HOURS OF CALLING) AND 10% AGREE TO DONATE \$100 AND YOU CALL 20 HOURS A WEEK YOU'VE RAISED \$5,000 IN ONE WEEK**
- **ACTIVIST DONORS DON'T CARE WHERE YOU'RE FROM, SO YOU SHOULDN'T CARE WHERE THEY'RE FROM**
 - **CALLING OUTSIDE OF YOUR TOWN OR YOUR COUNTY IS FINE IF YOU'RE TARGETING THIS GROUP**

FUNDRAISING EVENTS

And why I hate them

- **THIS IS WHERE CANDIDATES MAKE THE BIGGEST MISTAKES WITH FUNDRAISING...**
 - **REMEMBER, DONORS ONLY DONATE FOR ACCESS OR BECAUSE OF ACTIVISM. BIG EVENTS AREN'T NECESSARY**
 - **BEST FUNDRAISING EVENTS ARE SMALL, INTIMATE, AND LOW COST**
 - **GOAL SHOULD BE TO HAVE EXPENSES FOR AN EVENT NOT EXCEED 5% OF YOUR GROSS REVENUE**
- **WHAT INEVITABLY HAPPENS WHEN YOU TRY TO HAVE A LARGE FUNDRAISING EVENT**
 - 1.) **YOU USUALLY HAVE A PER PERSON COST, BUT THERE'S A MINIMUM AMOUNT YOU HAVE TO PAY**
 - 2.) **NOT ENOUGH PEOPLE RSVP, SO YOU EITHER LOWER YOUR TICKET PRICE (RUINING YOUR MARGIN) OR YOU START LETTING PEOPLE ATTEND FOR FREE TO MEET THE MINIMUM.**
 - 3.) **NOW YOU'RE HAVING A RALLY INSTEAD OF A FUNDRAISER... WHICH WASN'T THE POINT...**

THE BEST FUNDRAISERS I'VE EVER HAD

- **AT A SUPPORTERS HOME OR A PLACE OF BUSINESSES THAT THEY IN-KINDED**
- **FOOD WAS EITHER DONATED OR EXTREMELY CHEAP (CHEESE PLATTER AND A FEW BOTTLES OF WINE)**
- **THE EVENT HOST WAS ACTIVE IN RECRUITING DONORS TO ATTEND**
- **SCHEDULED AT LEAST 4-6 WEEKS IN ADVANCE**

TIPS, TRICKS, AND OTHER MUSINGS

- **AVOID DIRECT MAIL FUNDRAISING IF THIS IS YOUR FIRST TIME RUNNING**
 - **PROSPECTING DIRECT MAIL IS HARD TO PROFIT FROM, EASY TO LOSE MONEY**
 - **IF YOU FEEL IT'S NECESSARY MAKE IT PERSONAL, (STAMP DONATIONS)**
- **IF YOU HIRE A FUNDRAISING CONSULTANT, AVOID RETAINERS**
 - **COMMISSIONS AND WIN BONUSES**
- **BE CAREFUL NOT TO OVER ASSUME HOW MUCH YOU CAN RAISE**
 - **BUT DON'T DOUBT YOURSELF EITHER**

QUESTIONS

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