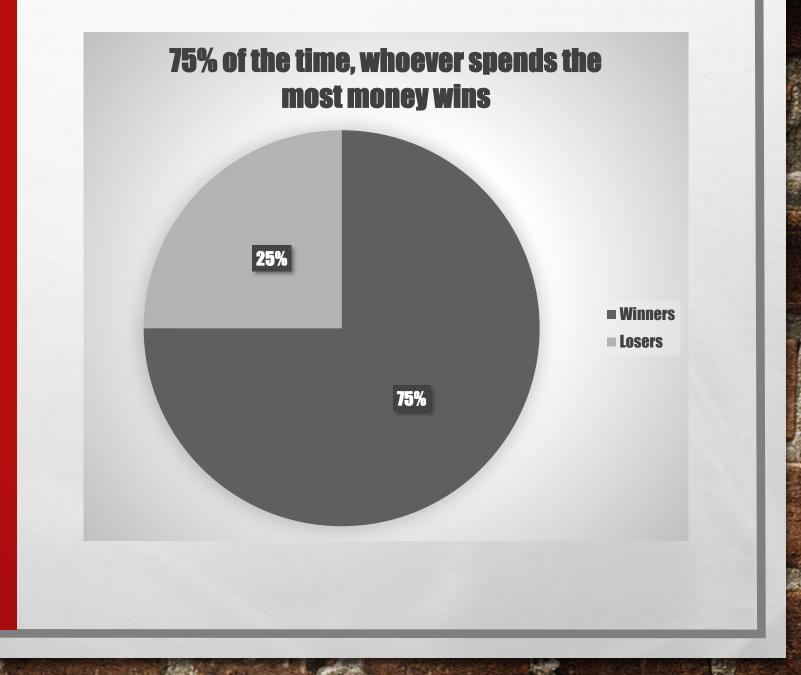
CAMPAIGN FURDERALS

THE FIRST THING YOU NEED TO KNOW

E St.



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.

MAKING A PLAN

E. F.

CREATE A BUDGET THAT TRACKS REVENUES WITH EXPENSES OVER TIME

ltem		Item Descri	Item Description Overview										Total F	Revenue		
Lobby					TOTAL											
Lobby					200,000	40,000.00	<< Monthly Avg							\$	200,000.00	
Promote Oregon																
Seed money					5,000	хх								\$	5,000.00	
Caucus donations					150,000	30,000.00	< <monthly avg<="" td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>S</td><td>150,000.00</td></monthly>							S	150,000.00	
Member donations					100,000	20,000.00	<< Monthly Avg							\$	100,000.00	
n District														\$		
louse Parties - \$2k ea, g	-				10,000		< <monthly avg<="" td=""><td></td><td></td><td></td><td></td><td></td><td></td><td>S</td><td>10,000.00</td></monthly>							S	10,000.00	
łouse Parties - \$5k ea, ۽	goal 3				15,000	3,750.00	<< Monthly Avg							\$	15,000.00	
MISC. PACS														S		
PAID FUNDRAISING														¢	0.500.00	
On-line				2,500 500 < <monthly av<="" td=""><td></td><td></td><td></td><td></td><td colspan="4">\$ 2,500.00 REVENUE SUBTOTAL \$ 482,500.00</td></monthly>									\$ 2,500.00 REVENUE SUBTOTAL \$ 482,500.00			
									\$482,500.00				REVENUE SUBTOTAL \$			
Projected	Actual	Projected	Actual	Projected	Actua	al	Projected	Actual	Projecte	ed .	Actual	Projected	Actual	Projected	Projected	
5/2018	5/2018	6/2018	6/2018	7/2018	7/201	8	8/2018	8/2018	9/2018	3	9/2018	10/2018	10/2018	11/2018		
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\$ 15,000.00 \$							30,000.00			.000.00 \$				s - s -	\$ 150,000.0	
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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 CONVINCE 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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