

A large red speech bubble graphic with a white outline, pointing downwards. The text is centered within the bubble. The background features faint, light gray curved lines and dashed lines.

# Fundraising Basics

The Missing Piece ~ Not Anymore!

## Simple Facts

- You can't run a campaign without money.
- Fundraising is one half of the Candidate's job.
- Candidates and campaigns that do not try to raise money, usually do not win.
- Fundraising is just as important as knocking on doors and talking to voters. Maybe even *more* important.

## Asking for Money

- Yes, asking for money is one half of the Candidate's job.
- You stand to raise the most money just by personally asking people for a donation.
- You care about the issues, and you care about winning. Care enough to ask for money to help you win.
- If the Candidate isn't spending time personally asking for donations, that Candidate will almost certainly lose.
- The first major donor to your campaign should be yourself. If you're not willing to make a significant personal contribution, why should someone else?

## Asking for Money

- **Then start calling your own personal contact list (Christmas card list, friends and family). In other words, the people closest to you who can't say no (although some will).**
- **For each donor, decide on an amount you think they can afford, add 10%, and come up with a round number.**
- **Your call isn't complete until you have asked the donor for that amount.**
- **Follow up in 24 hours with a thank-you letter that includes a self-addressed (and possibly stamped) envelope.**

## Asking for Money

- **Expand the effort:** Spouses, parents, siblings and other family members can also call their friends and contacts to raise money.
- **Expand the list:** Known supporters can become donors. The Candidate has to ask. As the list of supporters grows, there are more potential donors to ask.
- **Business contacts or strong supporters** can be asked to join a Finance Committee or Major Donor group. More ways to expand the list and the effort.

## Asking for Money

- **Never stop at just one ask. Once someone makes a donation, they feel invested in your campaign. Keep them involved and ask for another donation (up to the legal limit!)**
- **Say Thank You – to every donor, every time. Send thank-you notes, make personal phone calls, and keep donors on your mailing list for campaign news and events.**
- **Remember, supporters can become donors and donors can become supporters. Maximize the potential of your list.**

# Fundraising Events

- The best events are small, intimate and low cost
- The goal is that the expenses for the event should not exceed 5% of gross revenue
- Reduce expenses by having an event at a donor's house or place of business (an in-kind contribution)
- Reduce expenses with food and beverages donated or extremely cheap (think cheese and wine)

# Fundraising Events

- Maximize revenue by scheduling the event 4-6 weeks in advance, sending invitations, and following up with phone calls
- Raise more money when the event host is active in recruiting donors to attend
- Event Sponsors donate a higher amount, get special recognition
- If someone can't attend, they can still make a donation



The background features several sets of curved lines in the corners, some solid and some dashed, creating a sense of motion and depth. A large red speech bubble shape is positioned on the left side, containing the title text.

# Fundraising Events

- **Say Thank You** – to everyone who helped make the event a success, and to everyone who bought a ticket.
- **Add everyone on the event guest list to your mailing list**, keep everyone informed about your campaign, ask for more donations, and create more loyal, active supporters.

# Final Thoughts

- Asking for money and raising money is essential to winning
- It all starts with the Candidate, the “Fundraiser in Chief”
- Donors become supporters, and supporters become donors. Thank everyone, and keep people informed and in the loop. This builds more loyal and active donors and VOTERS
- The potential benefits of fundraising outweigh the doubts you have about asking for money

My \$0.02... by Tonia Kulberda, MCRWC President  
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