

FUNDRAISING FOR COUNTY COMMITTEES

Presented By Kim Jorns
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Today we will focus on...

- ▶ Personal Solicitation & Your Networks
- ▶ Dialing for Dollars
- ▶ Internet Fundraising
- ▶ Events
- ▶ Creating a Finance Plan



But First...

► Make sure you have a way to collect money

1. Bank Account

2. Credit Card processor

The logo for Anedot, featuring a blue circle with a white dot inside, followed by the word "Anedot" in white text on a blue rectangular background.

3. Someone to manage processing & tracking

4. Meticulous record keeping protocol for the future



Major Donors & Your Network

Identifying Large Donors

- ▶ Use available resources
 - ▶ CampaignMoney.com
 - ▶ ****DO NOT MAIL THESE****
 - ▶ State Financial Filings
 - ▶ Sponsors from community events
- ▶ Your network, their friends and their knowledge of those in the community
- ▶ Those who give to charities in your community



Analyze & Organize Your Lists

- ▶ Compile them into one clean list
- ▶ Identify who are Business owners, doctors, lawyers, & well-off individuals?
- ▶ Sort by town to make sure they are in your County
 - ▶ (they are more likely to give this way)
- ▶ Add specific ask amounts for each contact
- ▶ Add notes on their positions, policies, local interests

Reasons People Give

- ▶ They are passionate about a cause or a candidate in your County or town
- ▶ Access to exclusive info, events, people
- ▶ Socially motivated
- ▶ **THEY WERE ASKED!**

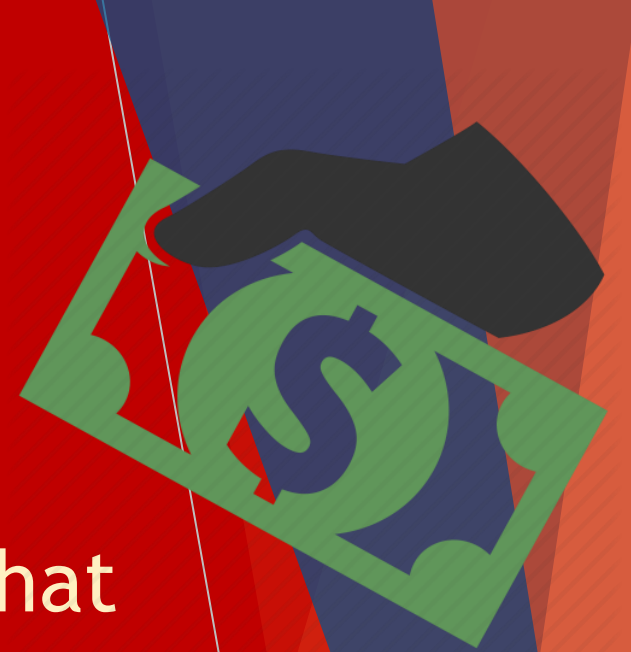


Get Political, but keep it Personal

- ▶ Ask about spouse & family
- ▶ How is their business?
- ▶ Ask about their local concerns and describe how the County or town is helping
 - ▶ Taxes, Infrastructure, Regulations, Immigration, Guns, any other hot topic

Getting them to Give

- ▶ Personal introduction
- ▶ Give an update on the county/town and what you're doing politically
- ▶ Create a sense of urgency. EX: How many voters do we need to register or reach out to this weekend?
- ▶ Present a solution and ask for a specific amount



Tactics for Getting a Yes

1

ASK AND THEN
BE QUIET

2

NEVER
APOLOGIZE

3

ASSUME A YES

4

PREPARE COUNTER ASKS

“No”, Doesn’t Always Mean No...



DIALING FOR (HUNDREDS OF) DOLLARS

Dialing for Dollars

- ▶ A fun way raise money!
- ▶ Recruit lots of volunteers
- ▶ Use known donor lists: big & small
- ▶ Low expenses (snacks, drinks, CC fees)
- ▶ Good team building activity & it can raise a lot!



How set up Dial for Dollars?

- ▶ Prepare a script for your volunteers
 - ▶ Issue based, specific candidate, overarching goal, voter registration, GOTV push, etc.
- ▶ Encourage people to dial through their phones.
 - ▶ Friends give to friends!
- ▶ Split up your master list accordingly

Sample Script

(Intro) Hi this is Kim, a volunteer from the [COUNTY PARTY], is this John?

(Small talk) How are you today, John? How are you feeling about Trump's new Tax Reform? It's helping so many people and businesses!

(after they speak) "We want to thank you for your past contributions to the party and we appreciate the generous support. We are hoping you can duplicate your support today by investing {ASK AMOUNT} more in to the Party so that we can accomplish our goal of registering 2000 new voters by election day and assisting our candidates who need all the support they can get with GOTV calls and 2 mailers to voters.

IF YES:

"Excellent! We appreciate your support and your donation will help us keep the Democrats in check. Would you like to pay over the phone with a credit card? If not, we can send you a letter with a pre-paid postage return envelope for a check."



INTERNET FUNDRAISING

What do you need?

- ▶ Email System

- ▶ Robly, Constant Contact, Mail Chimp, others

- ▶ Social Media

- ▶ Facebook, Twitter, Instagram, others

- ▶ Graphic Design

- ▶ Canva.com, Photoshop, others

Always Be Updating

- ▶ Keeping all of your platforms updated is essential to communication with your activists and grassroots
- ▶ Social media = 2-3 times per week
- ▶ Email = At least once a week (newsletter/update)
- ▶ Change up how your communications are seen
 - ▶ Graphics, shared videos, candidate/legislator highlights

Canva.com Graphic Sample



Build Your Lists

- ▶ At every event, fair, and meeting have a sign-in sheet for people to enter all their info
 - ▶ First, Last, Zip, Email, Preferred Phone, checkboxes
- ▶ Create online petitions on social media
- ▶ Share your social media on every handout and flyer
- ▶ Ask candidates to share lists
- ▶ Surveys online & in person

Email Blasts

- ▶ Best way to get in front of your grassroots and activists
- ▶ Use hot button issues that affect your county
- ▶ Use catchy subjects lines to help your open-rate
- ▶ Try sending from different names
- ▶ Ask for specific amounts (two or three times)

Sample Email Topics & SL

- ▶ Special Election in _?_ House District
 - ▶ SL: Your Taxes Will be Raised Unless...
- ▶ Dem State Senator voted to fund planned parenthood
 - ▶ SL: Help Us Save Lives!
- ▶ A few weeks out to election day
 - ▶ SL: Immediate Election Response Requested



EVENTS

Types of Events

- ▶ Lincoln Day Dinners
- ▶ House Parties
- ▶ Cocktail Receptions
- ▶ Auctions
- ▶ Specialty Events (unique to that county)
- ▶ Themed Events
- ▶ Award banquets

Pre-Planning Your Event

- ▶ What type of event it is and what are the goals of your event?
- ▶ Do you have a budget? (estimated income and expenses)
- ▶ Is the cost of the event worth the net amount to be raised?
- ▶ Are you able to secure a special guest/speaker?
- ▶ Do you have the volunteers needed to run it successfully?
- ▶ Do you need sponsors to make it work?
- ▶ Is all of this feasible for your County/Town Committee?

Where do you Start?

- ▶ Develop a realistic budget
- ▶ Recruit an event committee to help
- ▶ Choose a date and secure an appropriate venue
- ▶ Work on securing a special guest/keynote speaker
- ▶ Hire cost effective vendors (AV, print, security, photographer, etc)
- ▶ Create an invitation list for attendees/major donors/sponsors and targets for the host committee
- ▶ Set sponsor levels and determine who should contact which sponsor
- ▶ Create email & paper invitations and send
- ▶ Create a tracking system for RSVPs and pledges

Pricing Your Event

- ▶ Don't under price
- ▶ Don't give away free tickets
- ▶ Tiered pricing
- ▶ How much are you making per ticket? Will it help your overarching goal?
- ▶ Take all costs into consideration

Event Promotion

- ▶ Word of mouth
- ▶ Email solicitations
- ▶ Postcards or paper invites
- ▶ Party leaders to their networks
- ▶ Social media
- ▶ Tickets promotions

Who Should Speak?

- ▶ Be realistic in your asks
- ▶ State Party Chairman
- ▶ Candidates
- ▶ Statewide or local elected officials
- ▶ Popular figures from neighboring areas/states

Sponsors are King

- ▶ Every county and town has Republican owned businesses
- ▶ Ask for low & high level sponsorships
- ▶ Keep them involved and engage them & their politics
- ▶ Incentivize sponsors with perks such as:
 - ▶ Ads in an ad book, logo prominently displayed, your guest list



Building a Finance Plan

What's in the Plan?

- ▶ Summary of Goals
- ▶ Analyze historical data
- ▶ How much each section will raise
- ▶ Timeline
- ▶ Budget

Sample Summary

▶ Personal Solicitation -	\$50,000
▶ Dial For Dollars -	\$10,000
▶ Internet -	\$2,500
▶ Events -	\$25,000
▶ Auctions -	\$4,000
▶ <u>TOTAL Goal:</u>	<u>\$91,500</u>

Final Thoughts

- ▶ Website & Accessibility
- ▶ If you don't ask they won't give
- ▶ Stay organized & up to date on everything
- ▶ Without fundraising, your candidate's won't win!
- ▶ Have fun with it!

Questions?

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