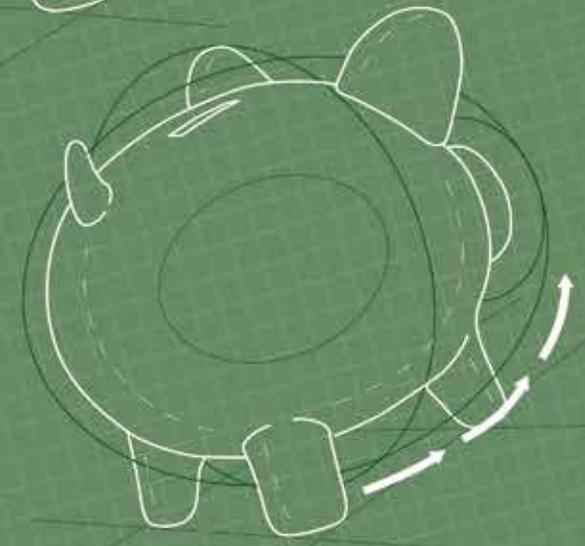
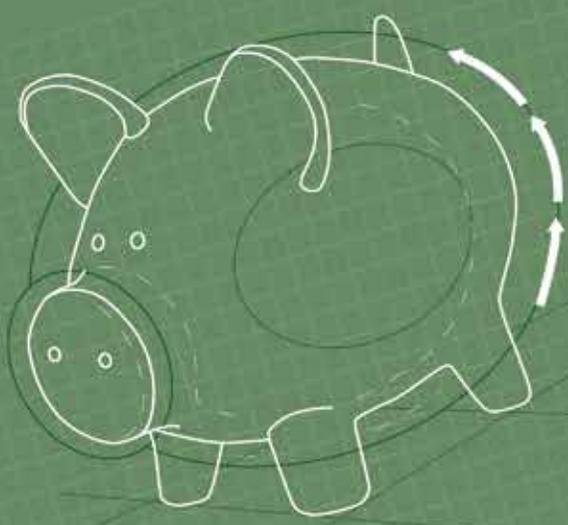


HOW TO

CREATE A FULL-CIRCLE
FUND-RAISING PLAN



THE MOST IMPORTANT PART OF ANY CAMPAIGN IS **RAISING THE FUNDS** NECESSARY TO GET YOUR MESSAGE OUT TO THE VOTERS.

Whether it is a small municipal race or a large statewide election, there is a prescribed formula for fund-raising success. Creating a viable plan will be key to your campaign's ability to deliver your message with enough repetition to create awareness, persuade, and motivate your targeted audience of voters to turn-out and vote on or before Election Day.

Every campaign needs a comprehensive, coordinated approach to fund-raising in order to identify, cultivate and build a profitable coalition of donors and solicit them from every angle.

STEP 1: PUT YOUR FINANCE PLAN ON PAPER

If it is not written down, then it is not a plan. By taking the time to sit down with your team and map out your fund-raising pipeline, you will get better results. Inventory your contact lists, set hard action items and dates, establish goals and metrics and a way to track them. By holding yourself accountable to the plan, you will stay on track and have an accurate snapshot of the total amount of money your campaign can raise.

Some key factors to remember: gross, costs, and net revenue by streams and month. Net income is key! Remember to include all fund-raising costs; sometimes it takes money to raise money. Finally, start backwards and always build out from Election Day.

Pro Tip: Use campaign finance reporting deadlines to work backwards. Know the goal you want to achieve by the time your report is due to show donors and other campaigns you've got the money to win.

STEP 2: CREATE A CANDIDATE-SPECIFIC DONOR LIST

The most important project you can do when you launch your campaign is to sit down, go through your Rolodex, and amass a list of contacts you can call and ask for financial support. Your personal contacts are your best donor assets and creating this apparatus of support is key to success.

Even more important, it is integral to do your research and have a hard, specific ask already in mind when you pick up the phone. Having a plan in place will help alleviate any awkwardness or confusion as to why you are calling and will ensure that you get what you need.

Don't be afraid to ask your contacts to introduce you to more people in their network. This will allow you to grow your base, meet new contacts, and keep building an organic infrastructure of support.

Pro Tip: While creating your own network of support is paramount, don't forget the historic Republican major donors that may be interested in contributing to your race. At Majority Money, we can help you put together plans that put your message in front of political influencers to help build credibility regarding your campaign, which in turn makes raising money easier.

STEP 3: SOLICIT DONATIONS FROM EVERY ANGLE

Establish a Finance Committee: Throughout the course of your candidacy, you'll have to split your time between fund-raising and participating in other campaign activities. Having a Finance Committee bundling checks in support of your campaign ensures the fund-raising wheel keeps turning even when you're not on the phone. Your bundlers will introduce you to new donors, drive their contacts to your events, and expand the reach of your fund-raising apparatus. Your Finance Committee members are your biggest supporters – they are excited about being an integral part of your campaign and growing your audience.

Events: Events are a good way to generate contributions to your campaign but should never be used as a crutch due to a lack of fund-raising phone calls. In order to have a successful event, you must have volunteers and hosts who are tasked with driving people in the door. You can't be solely responsible for "getting the people." Which brings us to our next point, events cost money, especially if you can't get everything in-kind. This needs to be taken into account when budgeting out your campaign. What events do well is help bring in new donors that normally fall outside your traditional donor network. Plus, they are great for volunteers and supporters, as they can get excited about the campaign.

E-mail: E-mail is fast, cost effective, and easily optimized to deliver the best results. Developing compelling, engaging, unique, personalized content will help drive contributions in the door.

Digital: Digital advertising allows you to get your message in front of your target audience, grow your base, and solicit contributions across a number of digital spaces to meet your fund-raising goals.

Direct Mail: Direct mail is one of the most trusted and targetable mediums and is viewed as more personal in large part to its physical trait. By putting the convenience of giving directly in the hands of donors, you can reengage any lapsed donors and bring prospects across the finish line.

Pro Tip: Build an online database of e-mails. Majority Money has the tools to help you build up your own internal e-mail database.

STEP 4: FIND NEW DONORS

In order to be successful, you will need to spend some time finding new donors for the campaign. Your personal network can only go so far, and prospecting new donors is important for expanding your reach. Here are four other networks to think about when prospecting donors outside your personal circle.

Ideological Circle: These are the people who hold a partisan, or ideological belief on a specific issue, and contribute to candidates based on how they match up to their requisite criteria. These tend to be historical GOP donors, donors who give on specific issues such as Second Amendment, Faith, etc. They usually are formed into clubs and groups and can be reached by speaking to their organization.

“Axe to Grind”: These are people who might not be happy with their current representation or the person you are running against. They will contribute solely based on a will to defeat an issue or person.

Power Circle: These are people who contribute to campaigns because they want the access it gives them to an elected official. They usually have a long history of donating to all types of campaigns. These donors take more convincing because they want to know they are donating to a winning campaign but should always be engaged since they signal success.

Industry Leaders: Industry leaders understand the relationship between politics and policy. A bad lawmaker is bad for business. Many times, there are large networks of industry leaders who pull resources together in order to have influence on issues facing their businesses. If you happen to align with their interests, it is great to reach out to leadership and see if you can engage their network.

REMEMBER:

Fund-raising is the most important aspect of your campaign. No matter how great your message is, it will never reach your target audience if you don't have the money to put it in front of voters. It is true of fund-raising as most things - planning makes perfect.

STEP 5: LEARN THE DO'S AND DON'TS OF ASKING FOR A CONTRIBUTION

First and foremost, you need to plan out who you are going to call, why you are calling them, what you are going to ask them, and when you need the money by. Every person you call should have a donor sheet attached to his or her name, which provides you useful information on who that person is and why they might be willing to contribute to your campaign. Below are some quick tips for making fund-raising easier:

Make Call Sheets: When organizing your donor universe, make sure it is in a format that can easily be turned into call sheets. Take notes so that you have all the information you need to follow up.

Research: If you are asking someone to donate, see if they have contributed to other candidates and causes and know that amount. It will help you in formulating your ask.

Know the Why: You need to understand what might be motivating that person to contribute and how to use that to ask them for a donation. Remember people donate because: they are asked, friendships, access, issues, want to affect policy, habit and fear. Use that to your advantage.

Be Specific and Ask: The most common mistakes candidates make is not ending a call with a hard ask!

Candidate Should Drive Fund-raising: Again, we have outlined many techniques for raising money, but these should be in addition to the candidate's efforts, not in replace of them.

STEP 6: MAKE IT EASY FOR DONORS TO GIVE

Be sure to provide donors with an easy, fast, and secure way to donate to your campaign or organization. Online payment processing will provide donors you target via e-mail, mobile advertising, or digital advertising with a convenient platform to take action. If they prefer to donate by cash or check, make sure you have the necessary documents prepared and ready to go on the fly.

Pro Tip: Majority Money offers an online payment processing system with Raise the Money, America's first and only platform to comprehensively address the online fund-raising needs of political candidates and campaigns.



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