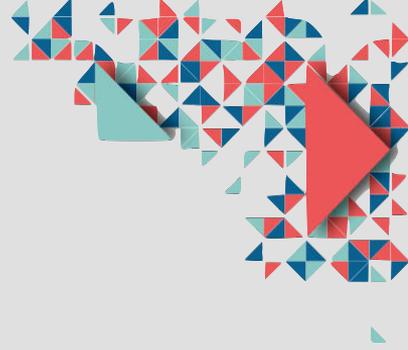
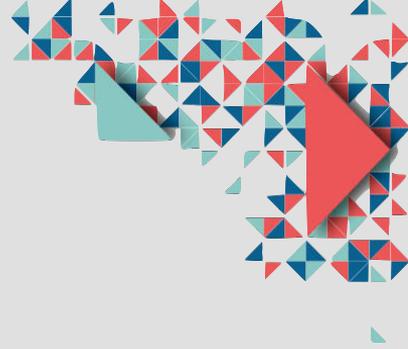


# Political Fundraising





# Executing A Fundraising Operation For Your Campaign or Organization



Campaign fundraising is more  
than just raising money.  
It is about making sure your campaign  
“NETS” dollars to create a campaign  
war chest for the upcoming election.

# Net Raise Matters

Campaign Fundraiser Total Contributions: \$1,000

## Costs:

Food	\$200
Mailing	\$150
Party Supplies	\$100
<u>Room Rental</u>	<u>\$200</u>
TOTAL Expenses	\$650

Net Profit: \$350



# Net Raise Matters

Campaign Fundraiser Total Contributions: \$1,000

Costs:

Food	Donated
Mailing	\$150
Party Supplies	\$50
<u>Room Rental</u>	<u>(Someone's house)</u>
TOTAL Expenses	\$200

**Net Profit: \$800**



# Fundraising Sources



## **Phone Calls:**

ID known or potentials donors and make a big enough ask for a contribution

COST: minutes on your phone

RESULT: Best way to raise money

## **Direct Mail:**

Letters sharing your bio and stating positions with a direct ask for contributions

COST: printing, materials, postage

RESULT: This generally offers a great return on investment. Ideal for low to mid range donors. NOTE: Please ensure you put a return mechanism in your mailer or see a significant drop off in donations.

# Fundraising Sources



## **Events:**

House party, local restaurant event, business location of a supporter

COST: food, supplies, mailing, materials, possible room fee

RESULT: This is the most time consuming and costly way to raise money.

Minimize your event cost to maximize your NET

## **Digital Fundraising:**

Email money bombs, Facebook posts

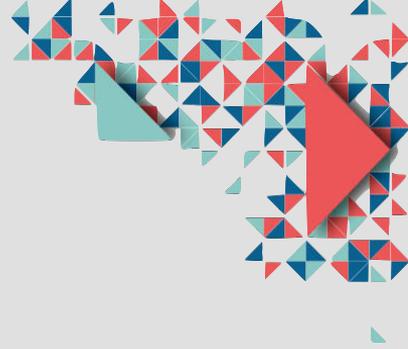
COST: Online fees for platform and card processing

RESULT: 2<sup>nd</sup> cheapest way to raise money but make sure you have a way for people to donate: Aneidot, Paypal, GoFundMe

# My Audience

Target the following audiences:

- Known political supporters and donors
- Organizations & PACs
- Friends
- Family
- Community leaders
- Business owners



# Emotional Dollars

The “Emotional Dollar” is the easiest and most personal contribution for your campaign to prospect from.

- A family member
- A co-worker
- A friend

These groups are yours and yours alone. They will potentially give because it's you and you have a connection to them.



# Donor Categories

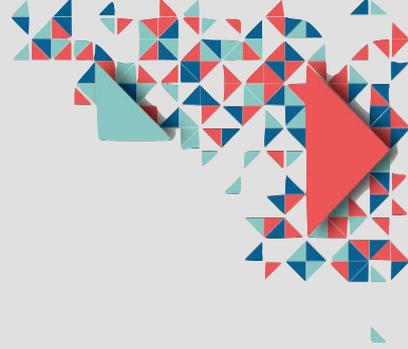
As stated earlier there are 4 main avenues to raise money  
- Phones, Mail, Events, Digital

How you obtain that contribution is based on what that donor can potentially give. Categorize them

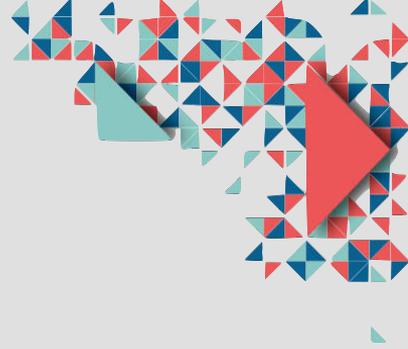
High Dollar Donation: \$500 and above

Mid Dollar Donation: \$200 to \$499

Low Dollar Donation: Below \$200



# Donor Categories



Time is money. And, in politics, money drives elections.  
Every minute you have better be raising money or meeting voters.

Applying your time:

- High Dollar Level – Phone Calls & Events
- Mid Level – Events
- Low Dollar – Mail and Digital

Remember: It's about the "NET"

## Donor Categories

Aunt Edna, your godmother is on a fixed income. Retired, owns her home. She can probably give you \$100. You talk via the phone and she sends you letters and birthday cards.

Category: Low

How to Reach: Mail.

Co-Worker Danny, got a promotion, and won the lotto. Things are looking good for Danny, including the new boat in his yard.

Category: High

How to Reach: Phone. You have to earn that high-dollar donation. Speak to Danny to get a commitment. Mail or email could hurt you in the long run by allowing that donor to potentially donate a lesser amount.



## Donor List

9 times out of 10 most of your list is already done.

- Wedding list
- Holiday card list
- Rolodex
- Facebook friends
- Outlook or existing database
- Who have you txt'd recently?

You have the data. Now, categorize their donation and how to reach them with a proper targeted program...





Contact Us Today & Let Us Help You Achieve Victory

BJ Perry

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