

Fund Raising 101

Political Campaign Fund Raising

How many times in your life have you done something without being asked to do it? For instance, when you were a child, how often did you take out the garbage or wash the dishes without being asked by your parents? Not very often. And most of the time your parents had to ask repeatedly and with increasing urgency before you performed the desired chore.

And now that you are an adult, how many times have you given money to charity just out of the goodness of your heart without being asked by telephone, letter or in a meeting?

Five Basic Fund Raising Ideas

People may not contribute to your political campaign unless they are asked. If you are one of the chosen few who give without being asked, save your time don't read further.

Your fund-raising plan - or to put it another way, whom you ask, how, when and how often you ask, and the cost of all this asking - could determine whether you win or lose.

Obviously, there are political candidates who have all the money in the world, but can't seem to win an election. But the cold hard truth is that without a certain minimum amount of money, determined by several factors particular to your campaign level you simply cannot compete.

Use these political campaign ideas for raising money to adequately implement your campaign plan.

1. Target potential donors.
2. Determine and group these prospects by their probable level of donation. Remember no one wants to be left out because they can't donate. For this reason we recommend that you get Contributor Volunteer Envelopes that allow voter contacts to not only give their money but allows them to help in other ways like - posters, yard signs, bumper stickers, host an event, get out the vote drives, work the polls on election day, help with the door-to-door, or campaign office help.
3. Develop persuasive reasons for prospects to give.
4. Select appropriate methods for soliciting each group of prospects.
5. Ensure that the day-to-day cash flow from planned fund-raising programs meets the predetermined cash flow needs for the overall campaign plan.

These five steps, all task worthy and battle tested are the basis upon which successful fund-raising programs are planned. So remember fund-raising is not a dirty word, nor is it impossible if you just develop a plan that lets all the people who want to participate do so and that they can do it at the level that makes them feel good and generates VOTES - that's what will win the election.