



# Fundraising 101

WITH Q&A

# ASK!

**I have tried raising money by asking for it, and by not asking for it. I always got more by asking for it.**

*Millard Fuller*

# In This Training You Will Learn

# Fundraising

- **Best practices: of Fundraising**
- **Direct donor targets**
- **Solicitation methods for raising money**
- **Fundraising event ideas**

# Best Practices Fundraising

- Establish a *culture* of fundraising that involves Officers, Steering Committee members, Precinct Committeemen / women, and volunteers
- Expand donor infrastructure for fundraising events by recruiting donors from meeting attendees, donors, outreach events, candidate contribution lists, and community partners
- Create a fundraising plan that defines fundraising objectives
  - Stems from mission/goals
  - Budget needs
  - Election plan
    - States how you will use DEC share of candidates filings (refer to statute and FDP bylaws) required to use to elect democrats in the general election
    - Identify other election needs (slate cards)

# Why Your DEC Needs Funding - Budget

## SCDP SAMPLE BUDGET

<b>DEC HQ Annual Operating Budget</b>	<b>\$45,000</b>
<b>Open/Staff Satellite Office</b>	<b>\$20,000</b>
<b>Candidate Training and Resources</b>	<b>\$10,000</b>
<b>Voter Registration / VBM / Supplies</b>	<b>\$8,000</b>
<b>Community Outreach &amp; Caucus Support</b>	<b>\$10,000</b>
<b>Phone &amp; Computer Systems Update</b>	<b>\$15,000</b>
<b>Contributions to candidates</b>	<b>\$20,000</b>
<b>Social Media advertising</b>	<b>\$10,000</b>

## Create a Donor List: identifying donors from your county

### **Federal Campaign Contributors**

[https://www.fec.gov/data/candidates/?has\\_raised\\_funds=true](https://www.fec.gov/data/candidates/?has_raised_funds=true)

### **State Campaign Contributors**

<https://dos.elections.myflorida.com/campaign-finance/contributions/>

### **Local candidate contribution history:**

[www.votehillsborough.org](http://www.votehillsborough.org)

- **Analyze donor data (sort donations by size: small (under \$250), medium (\$250-\$500) and major (\$500+).**
- Create Excel list of donors and keep updated quarterly : or file in My Campaign in Vote builder
  - Create FR Activist Codes in My Campaign



## Other components of fundraising plan

- **Update/Grow Email Lists**
- **Fundraising Events**
- **Order Contribution Envelopes**
- **Create Fundraising Committee**
- **Embed donate button in email master / Mobilize sign-up**

# Event Steps

- **Annual Fundraising Dinner**

- Sell Sponsorship
- Sell Program Ads
- Auction – Silent or Live
- Donation “ASK” at the event
- Square Credit Card Reader or similar
- Program Outline
- Arrange a speaker

- **Sarasota/Hillsborough Society**

- \$1,000 (or amt. approp. for your county) annual donation
- Identify purpose/mission of Society
- Mail “high” donors: include donation envelope
- Email ALL donors
- Private Reception events with guest speaker
- Invite elected officials and Club/Caucus leadership

# Sample Annual Fundraising Plan

- **Quarterly Email**
  - ASK for donations – constantly building up email list
- **Year-End Holiday Email ASK**
- **Social Media**
  - ASK – FaceBook/Twitter
  - Paid Ads on Facebook with Donate Button-specific ASK
  - Embed donate button in emails
- **Texting for Donations (sample)**
  - e.g. - Hi this is JoAnne, Chair of the Sarasota County Democratic Party. Seize your power and help us elect democrats. Can we count on you to help? Donate here:  
<https://www.sarasotadems.org/donate-now/>
  - Keep to 160 characters or less
  - Keep track of statistics re: texting

# Continued: Sample Annual Fundraising Plan

- **Recurring Donor Monthly program**
  - Donate minimum \$5 or more per month - \$20.22
  - Special badge to wear
  - Names published on website
  - Acknowledge at meetings, etc.
- **Donor ASK at every DEC meeting (not in gov't bldgs!)- specific ASK**
  - Contribution envelopes on seats at the beginning of the meeting
  - Request contributions from members & guests at monthly meetings
  - Display donation box prominently on SCDP information tables; provide written information regarding online and mail options

# Continued: Sample Annual Fundraising Plan

- **Selling your Brand - t-shirts, hats, buttons**
- **Work with a Fundraising Organization...\$\$**
  - Purchase donor data base for your county
  - Fundraising training
  - Create systematic fundraising system
- **Other Outreach Activities**
- Quaterly or more frequent email campaign
- FR display/envelopes at Office HQ's
- Dining With Dems/Annual Gala
- Cocktail Events with program
- Bingo and Raffles (using 3<sup>rd</sup> party)

# Other Annual Fundraising Activities

- **Heart and Soul Campaign:**  
**\$20.22 for 2022 Initiative –**
  - Initiative to encourage all party members to pledge \$20.22 /month for the 2021/2022 campaign.
  - Email sent to explain the opportunity and the need.
  - Work with Precinct Captains/Area Leader's to explain concept so Precinct Captains can talk one on one with their volunteers.
- **Call Time**

# How to do Raffles and Bingo w/o violating law

- **The Party can not engage in a raffle or bingo:**
- both are considered to be gambling
- In Hillsborough: Raffle
  - An individual or rep from PC/PAC entity sponsors and runs the raffle
  - Individual collects/solicits prizes
  - Then the individual donates proceeds to the Party voluntarily
- **Bingo**
  - Same as raffle

# Fundraising Event Ideas



# ASK! No question, no answer

**I have tried raising money by asking for it, and by not asking for it. I always got more by asking for it.**

*Millard Fuller*

# THANK YOU: You can do this!

Donor link:



**END THE SHUTDOWN**

FL\DEM'S  
Florida Democratic Party



Roe v. Wade  
**ANNIVERSARY**

**46** years

**Safe & Legal**

FL\DEM'S  
Florida Democratic Party



**RON DESANTIS**  
NATIONAL ENVIRONMENTAL  
LIFETIME SCORE

STILL

**2%**

—LEADER OF CONSERVATION VOTERS

FL\DEM'S  
Florida Democratic Party



IF YOU CAN'T FLY, RUN  
IF YOU CAN'T RUN, WALK  
IF YOU CAN'T WALK, CRAWL

WHATEVER YOU DO,  
**KEEP MOVING FORWARD**

FL\DEM'S



Get  Covered

OPEN ENROLLMENT  
ENDS DECEMBER 15

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Florida Democratic Party



**PROTECT our CARE**

WEEKEND OF ACTION

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Florida Democratic Party



**HONORING OUR VETERANS**

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**Happy FLAG DAY**

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Florida Democratic Party



**¡FELIZ CINCO DE MAYO!**

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Florida Democratic Party



CELEBRATE FREEDOM

**JUNE 19th**

FL\DEM'S  
Florida Democratic Party



**SLICK RICK SCOTT**

POLITIFACT 08/14/2018

“Yes, Rick Scott did cut \$700 million from Florida's water management districts... From the 2011 to 2012 fiscal years, the budgets of all five districts were cut across the board.”

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Florida Democratic Party



**HURRICANE PREPAREDNESS**

- ✓ WATER
- ✓ CANNED GOODS
- ✓ CAN OPENER
- ✓ FLASHLIGHT
- ✓ BATTERIES
- ✓ FIRST AID KIT
- ✓ FUEL
- ✓ CLEAN CLOTHES

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