

## **Appendix G**

### **Fundraising Tips from the Republican National Committee**

MESSAGE DEVELOPMENT

YOUR STRATEGY

OPPOSITION STRATEGY


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## General Fund-raising Guidelines

Every fund-raiser has his or her golden rules to "live by." Here are some effective ones we have learned that work:

**Rule #1: Ask**—The best approach is the direct approach. Remember, the best way to get money is to ask for it—and the more people you ask, the more money you are going to get.

**Rule #2: Plan**—Take time to develop a written plan with goals and deadlines.

**Rule #3: Ask for A Specific Amount**—Tell potential contributors exactly how much you expect them to give. It's better to ask for \$50 and receive \$25 than to ask for \$25 when the donor might be willing to give \$50.

**Rule #4: Make a Second Appeal**—Give everybody the opportunity to contribute and once they have given, ask them to contribute again and again. Do this until they can no longer afford to give, or they have reached their legal limits.

**Rule #5: Show a Sense of Urgency**—Express a sense of urgency and show a need for the potential contributor's financial support. Be convincing and make them believe their contribution can make the difference in your campaign and in their future.

**Rule #6: Diversify Fund-raising Techniques**—Design your fund-raising efforts to compliment your political, organizational and communication efforts. Develop a broad financial base as the key to your fund-raising success. Don't depend solely on one method, such as direct mail, to raise all the needed funds. A variety of approaches will bring the desired results and bolster each fund-raising effort.

**Rule #7: Research**—The more you know about a potential donor, the more successful your fund-raising efforts will be.

**Rule #8: Stick to Proven Methods**—Design a fund-raising program by using proven methods that have worked in your area in the past. Be willing to try new tactics, but don't depend solely on unproven methods for your total result.

**Rule #9: Get Advice**—Work with professional fund-raisers to develop an effective program for your campaign. Do your research and design a program based on your political plan and strategy.

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**Rule #10: Know the Law**—Read and understand the requirements of your state and local federal election laws as they pertain to campaign finances. Above all else, obey these laws.

**Rule #11: Always Say Thank-You**—Regardless, if the contribution is \$200 or two dollars, always thank the contributor. Prompt acknowledgment and cordial appreciation will help develop a habit of regular giving among your contributors.

**Rule #12: Make Your Own Contribution First**—A candidate's contribution to his or her campaign shows potential contributors and others that the candidate seriously believes he or she can win. Your own gift sets the pace for others to give. Don't expect people to give if you haven't.

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# Preparation, Research and Planning

In simple terms, the finance plan maps out the efforts to raise the money to meet the cash flow requirements of your overall campaign plan. In order to develop a finance plan, you need two basic things: a political plan and campaign budget. Follow this three step process:

## Step One:

Determine what, why, how and when you want to accomplish the political components of your campaign. The political plan spells out what you have to do to win.

## Step Two:

Draw up a campaign budget that costs out your overall plan and provides a timetable of when you need money in the bank to accomplish your political objectives. The campaign budget shows how much the campaign will cost.

## Step Three:

Design a finance plan that determines the fund-raising methods you will use to raise the money needed to meet the cash flow requirements of your overall campaign program. The financial plan shows how you will raise the money in time to spend it.

A good finance plan is a detailed and well thought out written document tailored to meet the needs of a specific campaign. A good finance plan is comprised of the ideal combination of fund-raising programs, which if followed, will produce the money needed to carry out the political plan according to the campaign schedule. Avoid, at all costs a situation where a lack of funds would impede the implementation of the political plan, or equally as bad, amassing a debt.

## Why Have a Written Plan?

Many people ask why they should bother writing a plan. They ask, "Why not just start raising money anywhere I can?" A written plan is a necessary document to have for successful fund-raising. Here are just a few reasons why a written plan is a critical element to any fund-raising program:

**Presents Organized Effort**—The plan accomplishes many things that make fund-raising an organized exercise and therefore gives you a better chance of succeeding.

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**Sets Deadlines**—A plan sets deadlines which the candidate and staff can use to push your finance committee. Money needs to be raised within a set timeframe established by the political plan or it will not be useful to the campaign.

**Defines Responsibilities**—A plan also helps you determine the workload for your campaign. If you have developed a plan, you will be able to see times in advance when you will need additional help in order to accomplish a task. Planning ahead allows you to make arrangements far in advance for the help you will need.

**Establishes Credibility**—A plan will let the people with whom you have to deal—such as the finance committee members, major donors or other potential donors and political leaders—know that you are a professional. People need to believe they are making a good investment. A written plan establishes credibility and answers one of their major questions: "How will my money be spent?"

**Provides Fund-raising Tool**—The plan can be part of a prospectus that is used as a marketing tool to raise money. A prospective major contributor wants to know what you want to accomplish and this is answered in your plan's goal statement.

They want to know how you're going to accomplish it; this is answered by the political plan. They want to know what it is going to cost; this is answered by the budget. And how you are going to raise the money; this is answered by the finance plan. If you answer these questions for the prospective contributor, you stand a better chance of getting a contribution.

**Measures Progress**—The plan also gives a solid point of reference from which to evaluate the progress of your fund-raising programs and, if necessary, to replan and make adjustments. The plan can also protect you from having your efforts diverted by other people who are scared that you won't raise the money you need. Any fund-raising suggestions have to be measured against what you already have planned.

**BUDGET WORKSHEET**

<b>ITEM</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>TOTAL</b>
<b>PERSONNEL</b>										
STAFF SALARIES										
STAFF EXPENSES										
VOLUNTEER EXP.										
CANDIDATE EXP.										
<b>FUNDRAISING</b>										
EVENTS										
MAILINGS										
<b>MEDIA</b>										
BUY										
PRODUCTION										
RADIO										
TELEVISION										
CABLE										
DIRECT MAIL										
SIGNAGE										
NEWSPAPER ADS										
<b>VOTER CONTACT</b>										
LITERATURE										
PHONE BANKS										
PARAPHERNALIA										
GOTV										
<b>OFFICE</b>										
RENT & INSURANCE										
PHONES										
FURNITURE										
EQUIPMENT										
SUPPLIES										
POSTAGE										
<b>TOTAL</b>										