

RUN *to* **WIN**

Starting Strong: Fundraising as a Woman of Color

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What is EMILY's List?

**We elect
women.**

RUN *to* WIN

Webinar Norms

Invest in our time together. Participate in activities and share in the chat box.

All questions are valid. Please type them in the text box in your webinar toolbar. We'll have specific Q&A breaks.

Slides are internal.

Agenda

Starting strong

Mapping your personal circle

Developing the list

Break

Circles of Benefit

Call Time: Making the Ask

Talk to me

On a scale of 1- 10, how excited are you to raise money for your race?

1- Not quite there but ready to learn

10 - I can't wait to call folks and raise money now!

Type your number in the chat box.



Starting Strong

Why fundraise?

Fundraise to fund your campaign's operating costs and budget.

Think of your campaign like a small business, because it is.

A budget allows a candidate to pay for water for their volunteers, mail to send to their voters, paper for canvassing packets, a website to deliver their message, professionals to help them win, and everything in between.

Fundraise to Make an Impression!

Fundraising is one of the first displays of strength for a competitive campaign, and should reflect the narrative of your campaign.



Fundraising Tells a Story

How much have you raised?

- Demonstrates willingness to work hard and ask everyone

How many donors have given to your campaign?

- Demonstrates excitement and momentum around your candidacy

What is the average contribution?

- Demonstrates you're inviting everyone to get involved, regardless of income level

Political Fundraising Myths

Political fundraising is charity 

Only the rich give 

Fundraising is schmoozing 

Only the usual suspects give 

It's rude to ask more than once 

and a Few Truths...

- There are deep historical traditions within communities of color of supporting individuals and families
- Philanthropy by communities of color largely goes unrecognized
- Candidates of color increase contributions from donors of color



So what is fundraising?

Fundraising is communicating in a clear and precise way **how someone stands to benefit** from you getting elected.



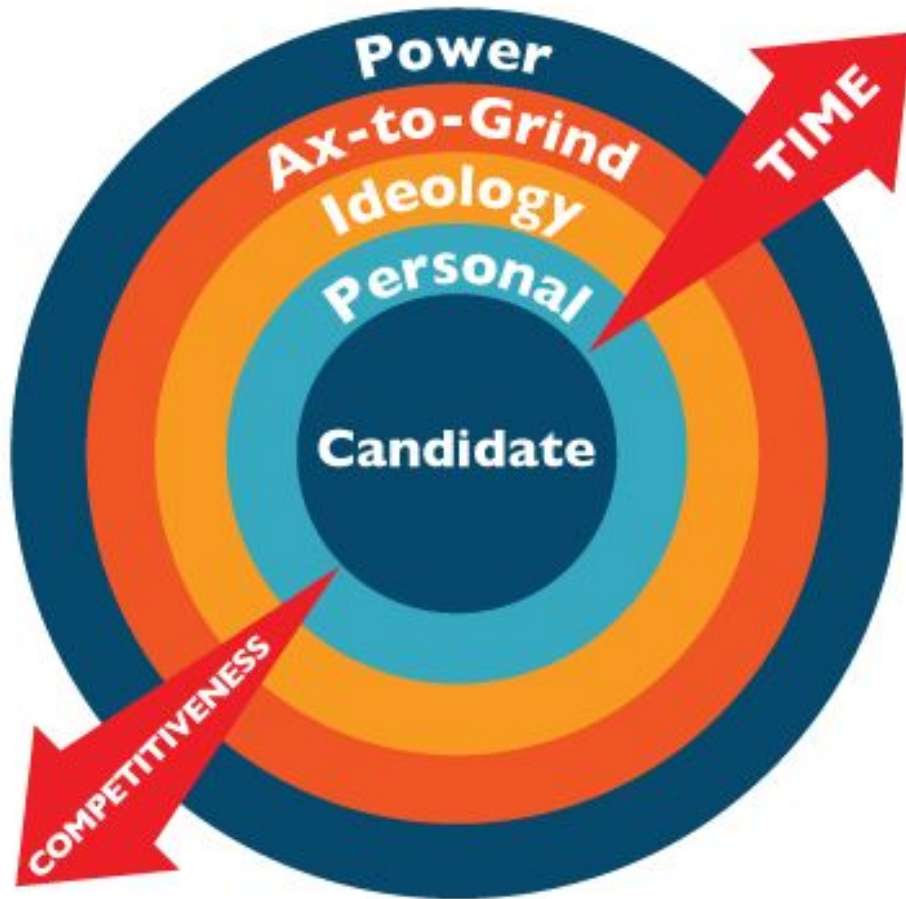
Your fundraising list should reflect the breadth of your life experience, community, and networks.

Finding your donors

- Map your network (also known as Rolodexing)
- Ask everyone!
- Don't limit yourself by geography



Start with the personal



WHO

- Family members
- Friends
- Professional colleagues

WHEN

- Start with this circle to raise the campaign's early money.
- This early support demonstrates competitiveness to traditional donor sources, the media, community leaders, and others.

MESSAGE “This is important to me. You love me.”

First, we categorize

Using a spreadsheet, break your life down into manageable categories or periods of time.

- Immediate and Extended Family
- Early life
- Colleges/Grad School (if applicable)
- Post-Graduate Employment
- Every change of address

Every category is a **DONOR GROUP**



Example Spreadsheet

Rolodexing Summary			
Group	Est. # of people	Avg Contribution	Raise Projection
Immediate Family			0
Extended Family			0
Childhood Community/ Neighbors			0
Elementary School (students, teachers, principal, staff)			0
Middle School (students, teachers, principal, staff)			0
High School (students, teachers, principal, staff)			0
Undergraduate College/ Trade School			0
Advisors/ Professors			0
College Organization #1			0
College Organization #2			0
Internship #1			0

Next, we estimate

- How many people are in each donor group? Focus on the **NUMBER**, not names.
- Consider how much each individual may be able to contribute to your campaign, on average.
- Calculate the giving potential for each group:

**Number of people x Avg. Contribution
= Raise Projection**

Raise Projections

Group	Est. # of people	Avg Contribution	Raise Projection
Immediate Family	5	\$100	\$500
Extended Family	20	50	1000
Childhood Community/ Neighbors	15	100	1500
Elementary School (students, teachers, principal, staff)	30	75	2250
Middle School (students, teachers, principal, staff)	40	50	2000
High School (students, teachers, principal, staff)	120	150	18000
Afterschool Job	6	20	120
Undergraduate College/ Trade School	40	250	10000
Advisors/ Professors	12	200	2400
College Organization #1	8	250	2000
College Organization #2	12	100	1200
Internship #1	6	50	300
Internship #2	10	150	1500
Internship #3	4	250	1000
Graduate School (if applicable)	20	150	3000

Don't discount the value of your
lifelong networks.
INCLUDE EVERYONE.

How this helps



- Gives you an **overall projection of what you can potentially raise** from the people you know!
- **Great way to organize** all of the names you will source from your contacts, social media, etc.

Let's Practice



Choose one of your donor groups

How many people are in that donor group?

What is the average contribution?

How much do you project you can raise from this group?

Share the donor group, the number of projected donors and the raise projection in the chat box.

Questions?

Type questions into the text box in your webinar toolbar



Developing the List

Sourcing names

Do a deep dive into ALL of your contacts


- Cell Phone
- Personal Email
- Appropriate Business Email
- Team/ Organizational Rosters
- Alumni Lists
- Holiday Card List
- Wedding Guest List
- School Directories
- Facebook Friends
- LinkedIn Contacts
- Board Member Lists
- Club Memberships

The goal is to connect with as many people as possible, regardless of how long you have been out of touch.

Organize by Donor Group

- Create a new tab for each of your donor groups
- Add the names and contact information from your lists to the appropriate donor group
- If a name doesn't fit into a donor group, create a new group!

College Organization #1	8	250	2000
College Organization #2	12	100	1200
Internship #1	6	50	300
Internship #2	10	150	1500
Internship #3	4	250	1000

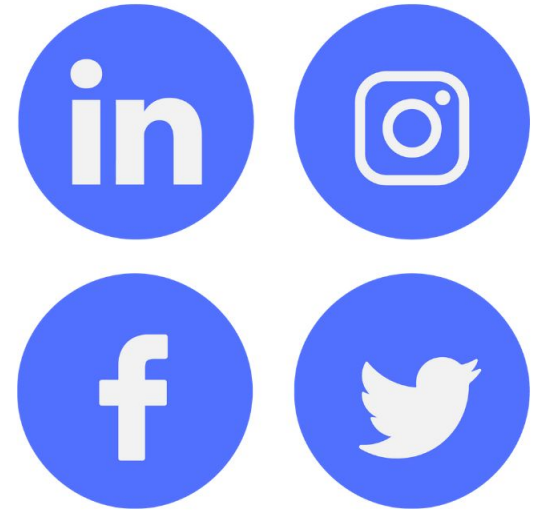


+	☰	Immediate Family ▾	Extended Family ▾	Childhood Neighbors ▾	Elementary School ▾
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Reconnect with your network

Find ways to naturally connect with people in your network:

- Schedule casual virtual coffees/meetups
- Attend reunions or professional conferences, if possible
- Send holiday cards!
- Acknowledge birthdays and life events on social media



Opportunities for Growth

- Attend your county local party meetings as much as possible
- Connect with your local elected officials
- Seek out the community activists fighting for issues you care about
- Attend legislative meetings for the elected body you seek to join and learn more about the issues that impact your community
- Attend philanthropic events



Questions?

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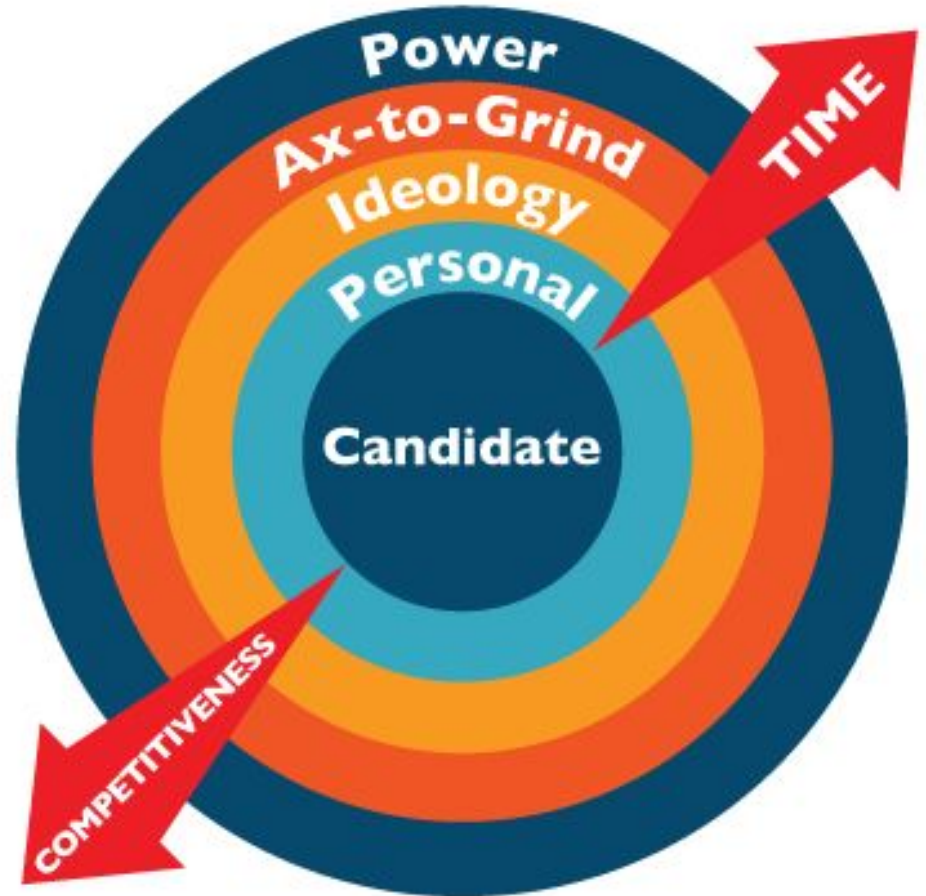
Five minute break

Circles of Benefit

The most effective way to target donors

Circles of Benefit

The further the donor is from the candidate, the more competitiveness factors into the donors decision to give and the time invested to educate and cultivate donors.



Why the Circles?

Motivation	Every donor has a motivation to give.
Benefit	How much will they benefit if your candidate is elected?
Prioritize	The greater they benefit, the higher the priority

Using this, tailor a compelling message to solicit effectively

Maximize your Personal Circle

- Your personal circle belongs to you. They will consider giving politically because of you, even if they have no history of political giving.
- Fundraising is a skill you have to cultivate, nurture, and develop. Do it with people who love you.
- Don't make assumptions about how someone will respond to your ask.



Cultivating New Donors

- Will largely fall in the ideological circle. What are the issues you champion? What organizations are in alignment with your values?
- **Representation matters** -- at every level. Who would appreciate your voice at the table?
- Help charitable donors understand how your office impacts the work in which they are already involved.

Approaching Institutional Donors

- Typically found in the ideological and power circles.
- Remember, they care about the cause or your competitiveness: endorsements, money already raised, polls, etc.
- Be ready to challenge how others perceive your race.
- Check your personal network for connections.

Call Time: Making the Ask

CALL TIME IS SACRED

**40% - 50% of your
budget will be raised
via call time.**

Call Time Motivation

**Donors want to
be asked!**

**Create a “buzz”
about your race**

**#1 reason people don't give is
because they
haven't been asked**

**Experienced donors expect the
candidate to be professional,
prepared, and get to the point on the
phone**

Sample Call Sheet

Emily Baer for Congress Call Sheet

Name: Susan Ross

Salutation: Susan

Address: 16 Random Street

Welloff, Delusion 74509

Occupation: Attorney

WkPhone: 632-242-5200

HmPhone: 632-388-1397

CellPhone: 632-215-1365

Email: sross@rmclawyers.net

Fax: 632-242-5222

Employer: Reid, Martz and Cowher

ASK: \$2,600

Background/Bio: Susan Ross is a well-respected corporate litigator at Reid, Martz and Cowher where she has worked for more than 25 years. While one of the clients she represents is the brokerage firm that Ed Rich heads, Susan was your college roommate and then eventually introduced you and your husband Clark and has remained a good friend over the years. She has not yet given to your campaign.

MESSAGE:

You are my best friend from college. I'm really counting on your support in this race and can't do it without you.

Baer Past Contributions:

Baer Cycle Total:

Primary:

General:

Other Contributions:

Obama: \$500 ('08)

Clinton: \$1,000 ('07)

Smith: \$200 ('05)

Giving History

- ✓ Federal Giving History
www.opensecrets.org/donor-lookup
Has information on reported donations to federal candidates and committees
- ✓ State Giving History
Has information on reported donations to state candidates and committees

Note: It is NOT LEGAL to use FEC reports to build lists or otherwise make fundraising solicitations. FEC information may be used strictly for contribution history and research purposes only.

Talk to me

Have you ever asked friends, family and more for money? Were you:

- 1- mildly successful
- 2- somewhat successful
- 3- super successful

Type your number in the chat box.



Making the Ask

Establish rapport
Talk about their needs
Prove competitiveness
Get the donor invested
Urgency
Make the ask
Zip it up and listen
The answer
Show appreciation
Ask again

This is not an ask:

Will you support me?

Will you make a contribution?

Will you host an event?

Will you help raise money?

This is an ask

Can I count on you to contribute
\$150 to my campaign today?

It gets easier....
just keep at it!

Words of Wisdom

- There's no ask that is too big, but there are asks that are too small.
- Don't equate donors giving you less than what you asked for as you being less deserving.
- Think through when your network gets paid. Encourage small payday gift giving where appropriate (recurring contributions).
- Remember that this isn't for you — you're asking people to help make their community a better place.

Questions?

Type questions into the text box in your webinar toolbar



Key Takeaways



Creating a **comprehensive map of your network** is critically important to starting your campaign off strong.



Start **right away** raising from people you know—they want to support you!



Start **reconnecting** with your network now. Collect phone numbers and email addresses.



Call time is the **most efficient** and successful way to raise the money you need

trainingcenter.emilyslist.org

EMILY'S LIST TRAINING CENTER

FAQS

SIGN IN

SIGN UP

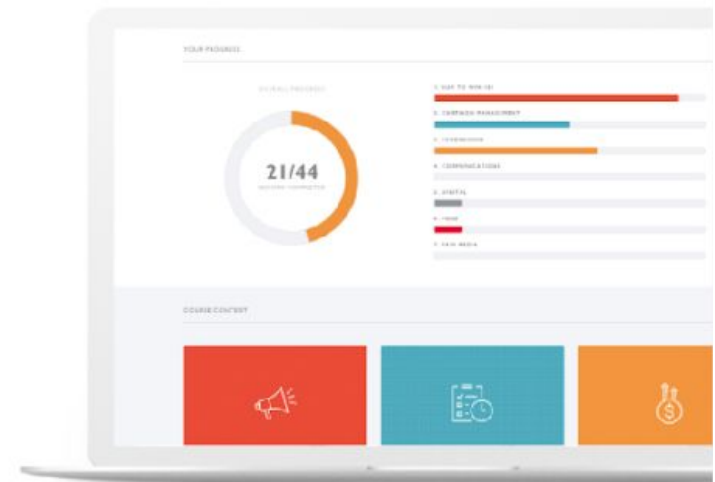
EMILY'S LIST TRAINING CENTER

**We're training pro-choice
Democratic women to run
for office – and win.**

EMILY's List is bringing our decades of experience
online to help you run a winning campaign.

FEATURES

GET STARTED



FROM FIRST-TIME RUNNER TO FIRST-TIME ELECTED OFFICIAL

EMILY'S LIST WILL TEACH YOU EVERYTHING YOU NEED TO KNOW



EMILY'S LIST

THANK YOU