



Elect WOC Training Campaigns 201

August 20, 2022

Agenda

Thinking about your campaign as a long term operation whether you win or lose! Creating plans for the long term will help your fundraising and volunteer programs.

- Donor retention
- Volunteer retention
- Campaign without campaigns

Start recording!

Trainer Campaigns 201 - Montica Talmadge

Recruiting & Organizing Manager Lillian's
List

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18 Years working with Parties, Candidates
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HUGE College Football and Basketball
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VERY PROUD Aggie from North Carolina
A&T State University! **AGGIE PRIDE!!**

Pop-up shop vs long term business

An operation that is only open for a few weeks or months vs an operation that is meant to have longevity.

First time campaigns often feel like a pop-up shop because they have an expiration date (Election Day.)

However, if you win, you need to run for office all over again.

If you lose, you may decide to run for the same office again, a different office, or help another candidate.

You want to make sure your first campaign gives you a strong foundation for either future.

Donor Retention - cultivating donors so they have a long term investment in you

- Call time is like speed dating and is necessary, especially to build your donor base and get in quick dollars.
- It is a good way to reach as many people as possible as quickly as possible.
- The more time you put in, the more money you will raise.
- You will need to make a lot of calls to get one donation.

Donor Retention

- Creating a real relationship between you and the donor
- Contact with the donor that does not involve asking for money
- Building trust and confidence
- Knowing the appropriate time, amount and pitch when making an ask for funds
- Continuing the cycle and getting larger donations when possible

Picking the right donors to cultivate

- Donors who give at any level are important to your campaign and should be treated with respect and gratitude.
- However, you will not have time to put the same level of cultivation into every donor.
- **Identify the donors who you think are giving at a level that is high for your campaign, who you think could give more and/or have networks they could help you access.**
- This criteria is different for every campaign.

Cultivating the right donors

Step 1 - Identify 10-15 donors for cultivation (or a number with which you are comfortable)

Step 2 - Review the list with your campaign volunteers and others in your network and start "relationship mapping." Decide who might be able to help you develop a stronger relationship with each of your identified donors.

Step 3 - Begin creating a basic cultivation plan for each donor.

Step 4 - Execute the plan!

Stay organized

1. Use any tool or format that you're comfortable with to create your plans
 - a. Spreadsheet, database, donor folders, etc

2. It needs to include:
 - Donor name and contact information
 - Any important biographical information
 - Last gift amount and date
 - Planned cultivation activities with target dates, person(s) responsible, status and follow-up

Examples of donor cultivation activities (the possibilities are endless)

- Personal updates on your campaign
- Handwritten cards/notes and personal thank you calls
- Sending articles or editorials you know would interest the donor (even if they are not political)
- Opportunities to meet you personally
- Emailing pictures of you on the campaign trail with a message like “Your donation is making this possible!”
- **Once you are in office, making sure they know what bills you are sponsoring, the policies you’re supporting and the fights you are fighting.**

Dos & Don'ts

Do:

- Listen. You can learn so much from and about your donors.
- Treat them as individuals with unique backgrounds, beliefs and personalities.
- Keep them updated on how the funds they give you are making a difference.
- Learn what is important to them and tailor the timing, format and content of your communications accordingly.
- Respect their boundaries and requests.
- Know that seven seems to be the magic number. Research shows seven non-ask contacts before another ask is the sweet spot.

Dos & Don'ts

Don't:

- Only contact them personally when you are asking for money.
- Take them for granted.
- Believe that all donors give for the same reasons.
- Expect them to give on your timeline.
- Stalk them if they have made their parameters clear.

What ideas do you have to stay in touch with donors?

Volunteer retention - goal is to have returning volunteers

- This is tough! All candidates struggle with this
- Personal Newsletter
- Maintain authentic friendships
 - However feels natural to you!
- Maintain acquaintances
 - Interact on social media, holiday cards, invite them to free events,
- Think of volunteer opportunities outside of the election

All of this applies to community leaders as well.

Campaigning without campaigning - if you lose

- Be out in the community and active on social media about your community activities
- Hold the winning candidate accountable
 - Set up a google alert for their name, follow them on social media
- Hold the elected body you didn't not get elected to accountable
 - Attend meetings, meet with current elected
- Become/stay active in your political party
- Work on another candidate's campaign
 - Campaign manager, volunteer, kitchen cabinet
- Stay involved an informed on your policy platforms

Take care of your mental health! None of this is required!

You may choose to run again in the next election or be scouted in the future to run for office. You can also use your connections/experience to help another candidates.

Campaigning without campaigning - if you WIN!

- Your next campaign starts the day after election day
- Update your social media to reflect your new title
- Newsletters via email
- Community events where they may be a speaker
- Town halls, coffee hours, church visits, special events for their participants, school events like graduations
 - Virtual or in person
- Volunteer at schools, food banks, involvement in community outside of traditional campaign tactics
- Voting record
 - Tell people what you're working on!
- Social media, let people know where you'll be in the community or what you have been up to
- Use your platform to raise awareness!

Dealing with Political Action Committees

- As Women of Color, we seek endorsements from a number of organization that have national reach, state wide reach and are impactful in our communities.
- Often the National and State Organizations are more formal in their endorsement process. The Political Action Committees that are closer to home can at times be the most complicated to deal with. The internal politics can be a whole situation based on longstanding, personal relationships that could have little to do with your campaign.
- Dealing with Political Action Committees that focus strictly on people of color, can present its own set of challenges.

Dealing with Political Action Committees

- Much like volunteer retention, you will want to maintain active engagement and that can come by keeping an active membership in the group whether you win or you lose.
- With the National and Statewide organizations, the politics is often less complicated and you can get a better return on your investment.
- Be prepared to make a sizeable donation to groups in the community. Often times those funds pay for poll workers as well as printed materials to be passed out on your behalf as well as some mail and media.
- Their presence can be very useful in your race by providing field teams, vouching for your reputation in their communities and engaging their bases.

Dealing with Political Action Committees

- Again, win or lose, stay active in their membership
- Try to avoid some of the personal pitfalls that come with a group that has worked together for a long time
- If Elected, speak at their meetings and bring other electeds along to “sandwich” your message
- Choose when to engage and when to step back from drama that has nothing to do with you...Your Mental Health will thank you!
- Focus instead, on the issues that fall within the scope of your elected office and your campaign.

Back to the main room!