



RAISING MONEY TO WIN & BUILD POWER

Presented by Kimberly Peeler-Allen
Ready to Run
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AGENDA



What is fundraising all about?



What is a donor's motivation?



How to find prospective donors



Tools you can use



Digital Fundraising



Fundraising Cycle



Q & A

FUNDRAISING IS ABOUT....

1

Finding out who might care and why

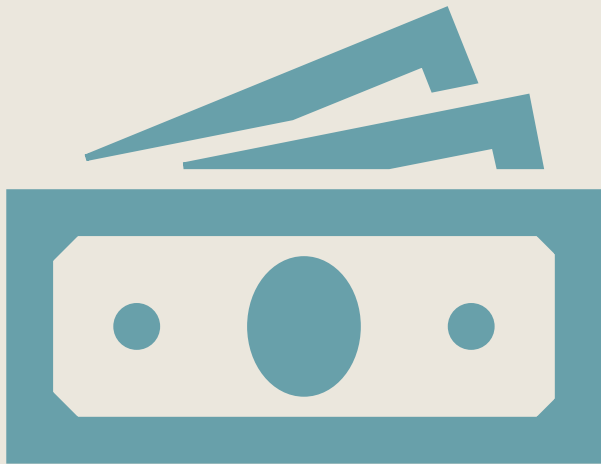
2

Building a relationship with the prospective donor so you can speak to that why

3

Asking for support once they know who you are, what you do and why its important to them

DONOR MOTIVATION



Individuals give money for 1 of 4 reasons:

- I will give money so others can have a good time
- I will give money so I will have a good time (fee for service)
- I will give money and something I care about in the world will be advanced
- I will give money in the hope of having access

UNIVERSAL FUNDRAISING RULE #1

If you don't
ask, you
don't get—

AND you
must be
specific.

WHAT IS YOUR MESSAGE?



What is your #1 reason for running for office?

How is that relevant to the current environment?



How are you prepared to create that change for the community?



Why do you need their help right now?

EXERCISE

Write down 2 bullets for each point.

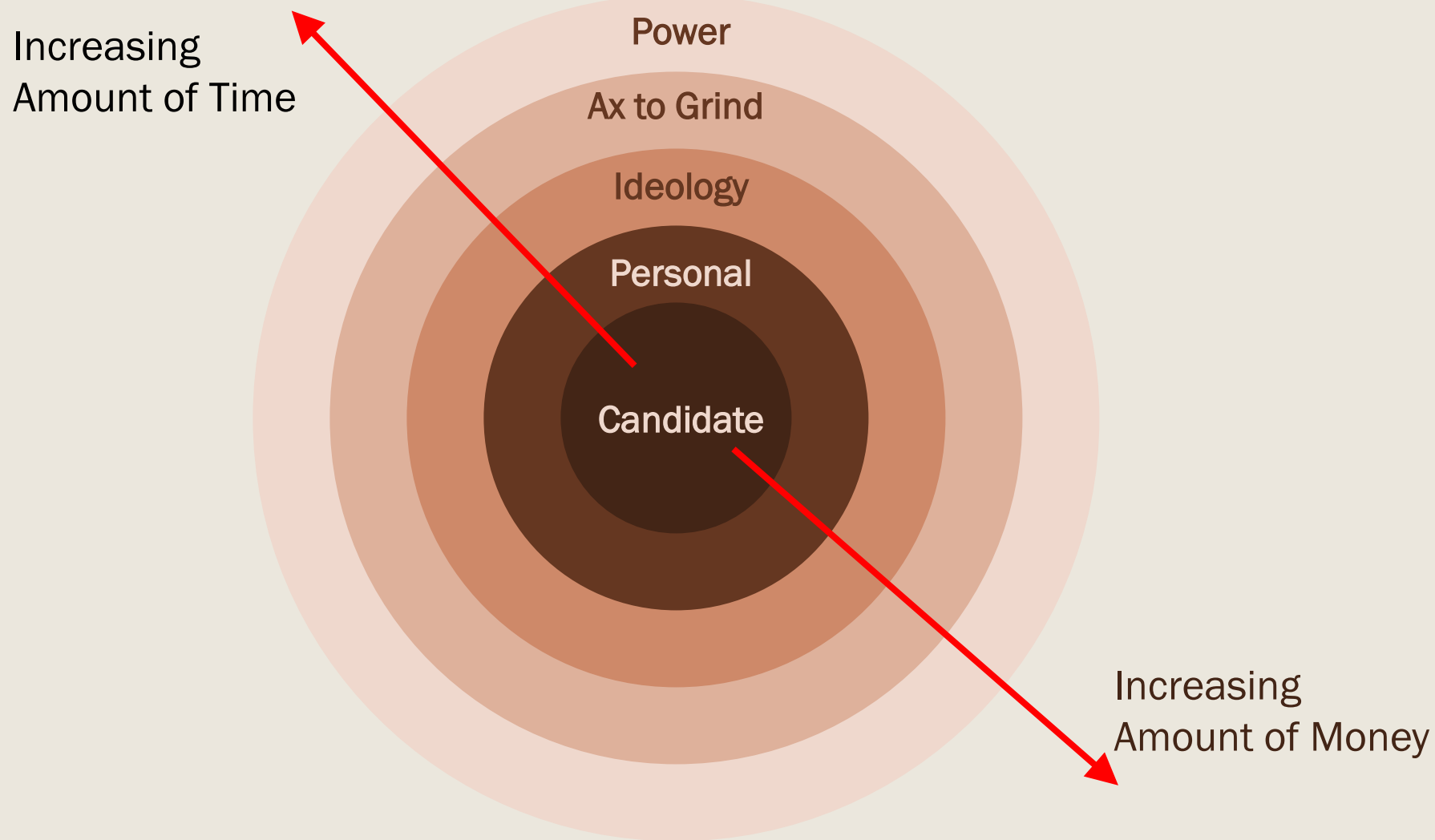
- *What is your #1 reason for running?*
- *How are you best prepared to address the needs of the community?*

HOW TO FIND YOUR DONOR PROSPECTS

Ask yourself:

- Who knows you?
- Who likes you?
- Who doesn't like you?
- What issues have you championed?
- Who are your allies?
- What organizations do you belong to?
- What family ties will help your hurt fundraising?

PROSPECTIVE DONORS



PERSONAL CIRCLE

Family Members, Friends, Close
Professional Colleagues

This is important to me.



IDEOLOGY CIRCLE

- People who share your cause or your advocacy of particular causes
- Members of your religious, cultural or ethnic group

We share the same values and/or beliefs

AX TO GRIND

The enemy of my enemy is my friend

I am not that person

POWER CIRCLE

- Political insiders
- Prominent thought leaders on your issue
- Those who understand the investment in access
- People who want to protect and advance their economic interest

Important note: NEVER EVER offer a quid pro quo

If I win, we all win

TOOLS OF THE TRADE

A background image showing a group of business professionals in a meeting. They are gathered around a table, looking at and interacting with various digital devices like tablets and smartphones. The scene is brightly lit, and the overall tone is professional and collaborative.

- Personal Phone Solicitation
- One-on-One Meeting
- Finance Committee
- Fundraising Events
- Digital

PERSONAL SOLICITATIONS

Over the Phone: The most effective and cost-effective way to raise money.

- Clearly lay out how the donor benefits from your campaign
- Site how you can win
- Explain what their immediate support will enable you to do
- Ask for sustaining or monthly support
- Ask for a specific dollar amount and give a deadline
- Have an accountability partner





Face to Face

Face to Face (via Zoom or another platform): Very effective but more time consuming.



Prepare

Be prepared



Materials

Provide an informational packet



Ask

Ask for a specific amount and arrange for a time to collect



Best

Best way to cultivate high dollar donors and raisers

PERSONAL SOLICITATIONS

FINANCE COMMITTEE

An effective Finance Committee serves as the candidate's legs in the donor world.



Recruit individuals who:

- Share your vision and are comfortable conveying that vision to others
- Are from diverse cultural and industry backgrounds so that you can expand your network
- They must not be afraid to make “the ask” on behalf of the candidate

FINANCE COMMITTEE



EVENTS – IN PERSON OR VIRTUAL



Gives donors an opportunity to get a feel for the campaign and hear directly from the candidate



Opportunity to meet new people and raise money



Builds momentum

DIGITAL FUNDRAISING



A contribution that has been made as a result of an email or social media post with an ask to give.

EFFECTIVE DIGITAL FUNDRAISING PROGRAMS:



Provide regular communication to your supporters



Raise low dollar contributions



Tee up your supporters to take an action



Develop a horizontal relationship with your donors



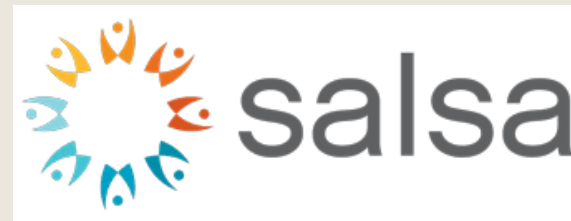
Helps supporters climb a ladder of engagement with your campaign



TOOLS

WHAT YOU NEED TO GET STARTED:

1) A Customer Relationship Manager (CRM)



WHAT YOU NEED TO GET STARTED:

2) Mass Email Platform



WHAT YOU NEED TO GET STARTED:

3) Platform to Process Donations



- _____
- _____
- _____
- _____



YOUR LIST

SEGMENTATION

How did they get on your list?

- Did they attend an event?
- Sign up through your website?
- Sign up through social media?
- Are they people in your network?

Do they live inside or outside your district?

Have they given to you before?

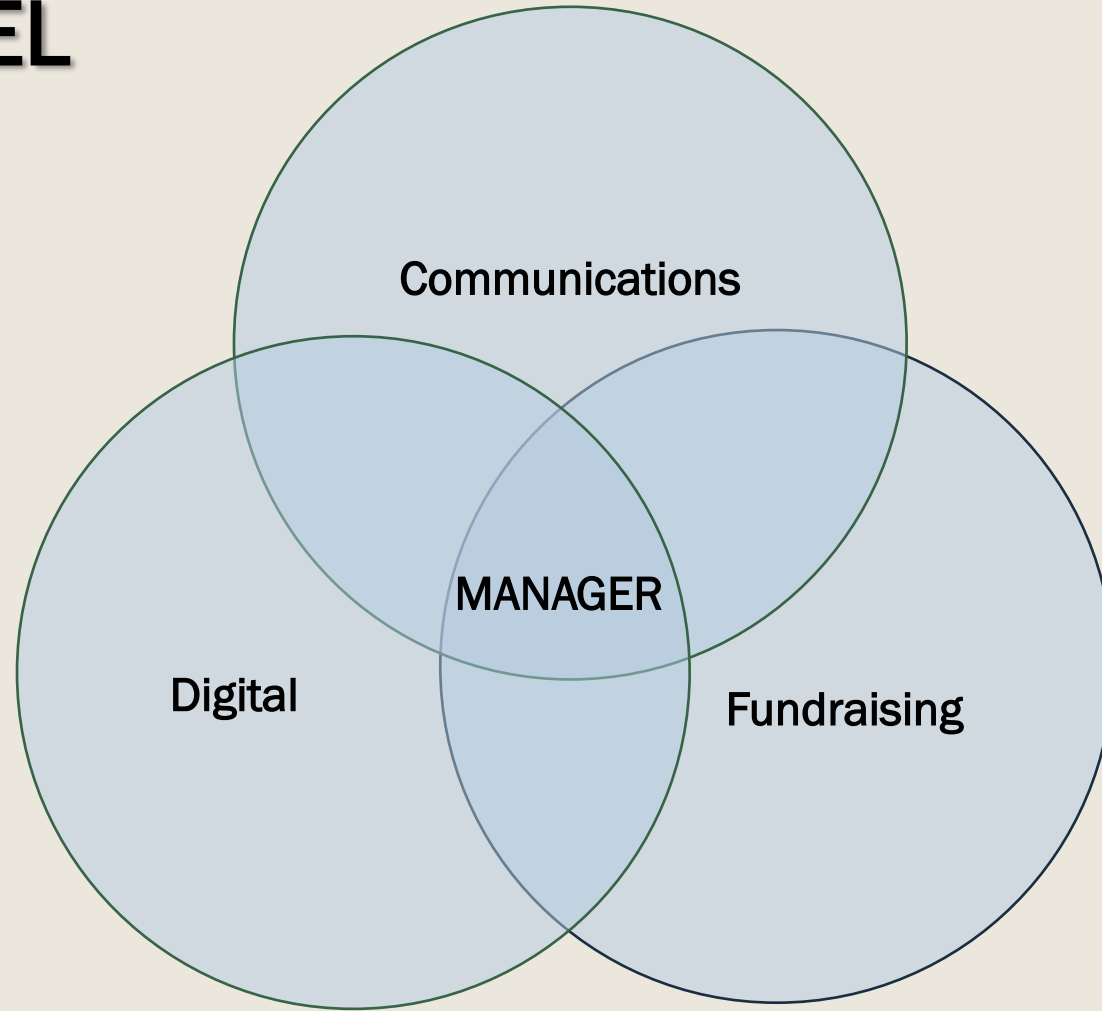
- If so, how much, how often and when?



STAFF NEEDS



PERSONNEL





**WHAT DO YOU
SAY?**

MESSAGING

Who is your audience?


What is your relationship to them?

What is the problem you want their help with?


How can they help?

When do you need their help by?

How much are you asking for?



Using the messaging bullets from the previous exercise, find a partner and practice “making the ask”



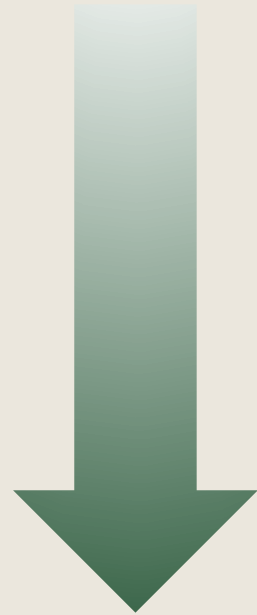
PRACTICE





**HOW DO YOU
SAY IT?**

HOW TO STRUCTURE AN EMAIL



Hook

Explainer

Ask

Add an Image or Graphic

Donate Button



OPINION SURVEYS

Often used as the first rung in the ladder of engagement

- Opens with question about a broad topic
- Followed by 2 or 3 multiple choice questions
- Last question is “Do you support (candidate) for (office)?”

Or

“Will you give \$3 to support (candidate) in their fight for (issue)?”

PETITIONS



Great as part of a rapid response to the news cycle

- Will you add your name?
- Will you give \$5 in support of _____?
- Forward this petition to 3 friends

RECURRING DONATIONS

- Recurring, or monthly, donations are a great way to make a lasting impact.
- Campaigns and organizations use recurring donations as a way to plan out their budget for things like ad buys or future events, so they can spend more time working on the issues you care about!





THANK YOUR DONORS— REPEATEDLY

That's it.
That's the slide.

A large teal L-shaped graphic is positioned on the left side of the slide, consisting of a vertical bar and a horizontal bar that meet at a right angle. A second, smaller teal L-shaped graphic is positioned on the right side of the slide, also consisting of a vertical bar and a horizontal bar meeting at a right angle. The text is centered between these two shapes.

**WHEN DO YOU SAY
IT?**

SCHEDULING

Email your list in regular intervals

- Plan for increased frequency around milestones in the calendar:
 - End of Month Deadlines
 - End of Disclosure Period
 - Countdown to Primary Day/ Election Day
 - Debates
 - Candidate's Birthday
- Rapid Response





OTHER TOOLS

SOCIAL MEDIA

Messaging on SM should mirror the email campaign in substance and timing

Graphics

Straight to camera appeals

Boost posts on FB and IG to increase impact around calendar inflection points

Evaluate bi-weekly effectiveness

Encourage supporters to share your posts

Live Streams

TEXTING

Great for engaging with infrequent low dollar donors

The logo for Hustle, featuring the word "Hustle" in a dark blue, cursive-style font on a white background.

textify

relay

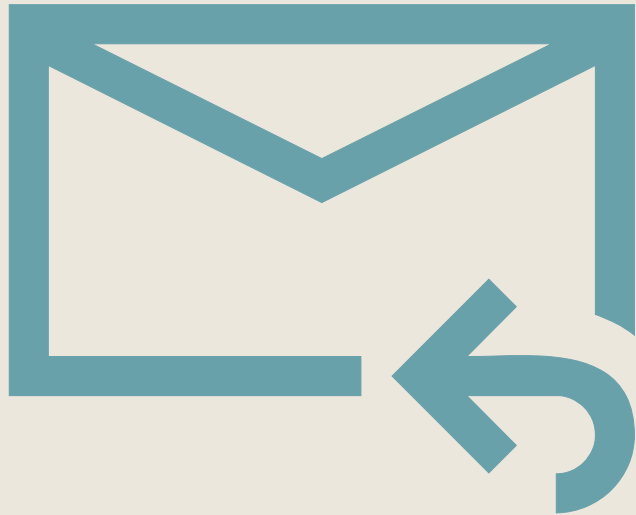


- Effective tool to reach hundreds of supporters very easily in a personal way
- The response rate to texts can be significantly higher than email
- Can be an effective part of a broader communications and fundraising plan
- Make sure you have an opt-out option



IS IT WORKING?

LIST MAINTENANCE



Monitor and Clean:

- Undeliverable email addresses and segment them from your list
- Email addresses that have not opened an email in 8-12 weeks

GROWN YOUR LIST



- Organically from campaign interactions
- Buy lists
- Create a ladder of engagement
- List swaps

TEST YOUR SUBJECT LINES



Every list is different. Different strategies resonate in different ways at different times.

Make sure the tone of the subject line matches the email.

Strategies:

- Personalize the subject line
- Create a sense of urgency
- Ask a question

GAUGING YOUR RESULTS

Don't worry. If you aren't bringing in contributions like the bold face names it doesn't mean your program isn't working.

Things to look at:

- % of opened emails
- % of clicks on that open email
- % of gifts from those clicks

For SM:

- How much are you spending in boosts vs donations?

SUCCESSFUL FUNDRAISING IS:

The right person

asking the right person

for the right amount

for the right thing

at the right time

at the right place

in the right way.



FUNDRAISING CYCLE

Research & Identification	(5%)
Cultivation	(90%)
Solicitation	(2%)
Recognition	(3%)

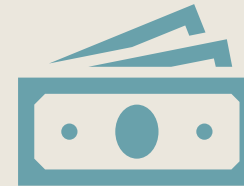
RESOLICIT



Thank your donors for their ongoing support



Your best donors are those who have already given. They are personally invested in your success.



There is nothing wrong with asking for money again.

KEY POINTS TO REMEMBER

1

Know who your prospective donors are.

2

Understand what motivates them.

3

Open your mouth and ask. The worst that can happen is they say no.