

THE GEPL E PROJECT

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**Network building &
Fundraising
The engine that drives
the campaign train**

Fundraising for campaigns: 3 questions

1. Does fundraising matter to you?
2. What do you need to know about fundraising?
3. What are your concerns about fundraising?

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Fundraising: common desires

To learn to:

- Use fundraising to raise your profile (within your party and as a candidate)
- Fundraise in a timely manner
- Manage the administrative side of fundraising

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Fundraising: common concerns

- Political scepticism & lack of engagement
- Competition with other worthy causes
- Voters 'can't be bothered'
- Complex legislation and risk of costly mistakes

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Fundraising: what is covered

1. **Mapping & categorising** your potential support base: **who** will give?
2. **Understanding the fundraising environment**: what are the **rules**?
3. **Developing & structuring** your fundraising plan: **how, how much & when**?

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*1. MAPPING YOUR SUPPORT
BASE*

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1. EMILY's LIST circles of benefit

Who will give to your campaign?

What will **motivate** them to give?

Primarily a fundraising tool BUT two uses:

- Who can donate to your campaign?
- Who can help you with your campaign?

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Your network: divided in four

1. Personal
2. Ideological
3. Ax-to-grind
4. Power

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1.1 Personal

These are the people closest to you

- Family and friends
- Friends of family and friends
- Neighbours
- Work colleagues and former colleagues
- Sports / club / network contacts

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1.2 Ideological

People who share your views

- Party activists
- Elected and formerly elected officials
- Individuals motivated by what you stand for
- Members of organisations you are associated with

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1.3 Ax-to-grind

People who are motivated against your opponent

- Former candidates who were defeated by your opponent
- Groups whose interests are in conflict with those of your opponent
- Individuals whose views you know are opposed to your opponent

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1.4 Power

People who you are not close to but who have influence

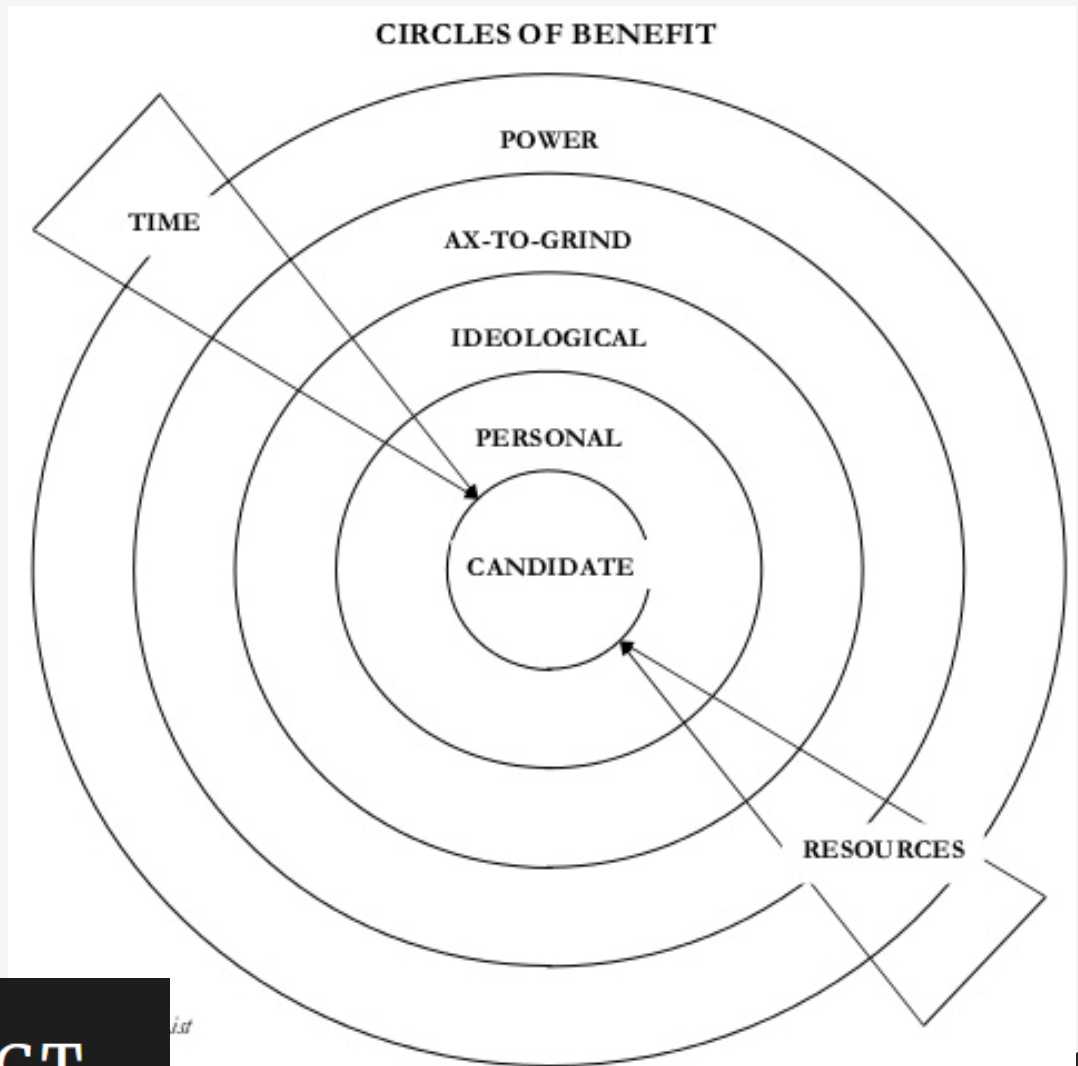
- Trade unions
- Professional associations
- Business and corporate leaders
- Community leaders

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Exercise:

*Map it
out*



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What next? Categorise...

- Name and contact info
- Profession
- Specific skills and interests
- Their networks
- Past political activity / allegiance
- Do they have time?
- Do they have resources?

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What can they do for me?

- Fundraise
- Donate (cash or in-kind)
- Open networks

OR

- Play a key team role
- Canvass
- Be a champion / ambassador

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How do I engage them?

- Present your campaign message and your vision clearly and with passion
- Be clear what you are asking
- Be clear what they are getting
- Say **thank you**

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2. *FUNDRAISING ENVIRONMENT*

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2.1 Law, rules & regulations

- What are the national laws governing political donations & campaign financing?
- Are there spending limits? Time limits in which spending must be done? Reporting requirements? Reimbursements?
- Are there stories of non-compliance in your country? What was the impact on the candidate?

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2.2

Political donations

A donation is a contribution made for political purposes during a calendar year and can be:

- A donation of money;
- A donation of property, goods & services;
- The difference between the commercial price and the price actually charged for a good, property or service or the use of a good or property
- The net contribution (net profit) made in connection with a fundraising event.

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2.3

Administering political donations

- Open and maintain a political donations bank account in your name with you as signatory; only use account for receiving
- Only use the funds for political purposes; transfer funds into an election payments account as req'd for spending purposes
- Keep a detailed record of all donations including donor name, address, date & location of donation - always issue a receipt
- Obtain written acknowledgement of donations passed by you to your party
- Note & comply with up to date thresholds and the max. limits. And be very clear on illegal donations.

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3. *YOUR FUNDRAISING PLAN*

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3. Your fundraising plan

- Tells you **who, why, how, how much & when**
- A written road map. A living, breathing document that can change according to:
 - What is working well?
 - Who is responding?
 - Current political climate
 - Unexpected situations

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3. Your fundraising plan - Outline

1. **WHO:** who is working for you?
Who is giving?
2. **WHY:** why are people giving to your campaign?
3. **HOW:** fundraising tools
4. **HOW MUCH & WHEN:** goals, targets & tracking

Thanking: who is saying thank you, how?

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3.1. WHO is working for you

Roles on your team:

- **Candidate:** public face, identify potential donors, build relationships
- **Fundraising manager:** manage fundraising committee, **solicit donations**, lead on events
- **Election agent:** manage donations, establish policy & procedures

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3.1 *YOUR ROLE as candidate*

The candidate must help with fundraising by:

- Having a clear, compelling message
- Meeting with potential donors
- Finding the right fundraising manager
- [Sometimes] soliciting donations

The candidate should hand over processing of donations and associated administration to an election agent

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3.1 WHO will give to your campaign?

EMILY'S List Circles of Support

- Personal
 - Ideological
 - Ax-to-grind
 - Power
-
- Major donor programme? Giving Circle?

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3.2 *WHY* *give to your* *campaign?*

You must have a clear sales pitch,
tailored to donor audiences:

- Who you are
- Why you are running
- How you will win
- What difference you will make
when elected
- **HOW YOU NEED XXXX
EURO TO GET ELECTED**

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3.2 WHY give to your campaign?

how much money you need is a core part of your message



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3.3 HOW will you raise €?

Options:

- **Events**
- **Personal solicitation / individual donations**
- **Online**
- **Direct mail**
- **Telemarketing**
- **FOLLOW UP**

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3.3 Raising € through EVENTS

- Events have a **dual purpose**: money & profile
- Event should cost no more than 10% € raised. Plan event spend & stick to budget
- Do a kick-off event that fits candidate profile
 - Table quiz, race night, talent show, auction, breakfast, lunch, dinner
- Involve your supporters: hosts, venue, invites
- Consider special guests

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3.3 Raising € from INDIVIDUALS

Why do people donate to campaigns?

- They are asked
- They believe in what you stand for
- They are inspired by you
- They are part of a community
- They want to help
- They hate your opponent & don't want them elected
- They want power & influence
- They have a vested interest

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*WHY WILL THEY DONATE TO
YOUR CAMPAIGN?*

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3.3 Raising € from individuals

Know the rules:

- How much can people give?
- When can they give?

Know your ask:

- How much am I asking for?
- What will it cover? E.g. 500 leaflets, 50 posters

Know your position:

- Who will you not accept money from?
- What is your comfort level with asking?

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3.3. Online giving: dual purpose

- Remember: you are not running for US President (yet) **BUT** online raises your profile
- Do your research before attempting online

If you opt for online:

- Plan and calendar your emails / capture new addresses / segment & target
- Take advantage of key moments
- Test, analyse and revise

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3.4. How much: your goal

Do your research

- How much did similar elections cost in the past?
- How much will your election plan cost to deliver?
- How much time to do you have?
- Will your party contribute?

What spending is required for your election?

Design & print of posters & leaflets, stationery, travel, subsistence, advertising, events, research

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3.4. How much: your targets

How are you getting to your number?

- % from party
- % from events
- % from individuals

Targets break your goal into manageable chunks:

- Monthly
- Weekly
- Daily

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3.4 *When?*

- Cashflow is a critical part of the fundraising plan
- Your cashflow needs dictate your campaign calendar
- Schedule campaign elements appropriately to ensure cash flow needs are met, e.g:
 - Events
 - Individual solicitations (regularity & phasing)
 - Online campaigns

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3.4 How much: tracking your targets

Can you stick to your target?

Can you make the asks?

If not, revise.

Tracking: Weekly check in and **monthly review** of fundraising targets. Revise to reflect changes.

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Final word: data & thank you

Keep detailed records

Your fundraising efforts help
build your database of
voters

€ + votes = success

Don't forget to say thank
you!

- Build it into your process
- Be rigid about it

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