

Fundraising Tips

Jeff Blum, June, 2023

In general, some tips are:

1. Fundraising is just organizing where the outcome is \$ instead of a vote or attending a meeting. It's not a different type of thing.
2. Fundraising, like all organizing, is about relationships. The more real the relationship, the more you can ask of the other person. You don't need to be their best friend to ask for their money; you only need to believe in your cause (such as your candidacy) and to have some reason to think they do too.
3. You are not begging someone. Change the power relationship. You have a worthy cause that they will be enriched by supporting. You are giving them a chance to satisfy an important need of theirs. Good fundraising is a relationship of equals.
4. Ask everyone. Poor people are generally MORE generous than wealthy people. Students can give \$2/month. Ask people for the price of one Starbucks grande/month (\$3.65, it says on-line).
5. Ask your family and friends. For them, it matters less what your cause is and more how much they and you are connected. If they love or respect you, they will (mostly) want you to succeed – no matter what Party they belong to, or whether they care about politics.
6. 80% of your \$ from 20% of your people. (or fewer)
7. Someone who's given once is the hottest prospect to give the next time.
8. Give concrete examples of what their donation will buy, e.g.:
 - a. "For \$500 we can buy X digital ads reaching Y # of potential voters."
 - b. "For \$50 we can pay for pizza for 30 volunteers to canvass for a day."
 - c. "For \$25 we can send X # of voters a mailer. For \$150, 6x #."
9. Optimism sells. Smiling sells. Concrete asks sell. Realistic plans to win sell - even if they are a stretch.
10. Assume success. Let *them* say no. Your job is to ask; theirs is to reply. Make your ask and stop talking. Always tempting to talk your ask down and always a good reminder that silence means the person you're talking to is *thinking* about what you've asked them to do. Let them.

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