

FINANCE PLAN

GOAL OF \$500,000

AREAS OF PROJECTED INCOME

FINANCE COMMITTEE

DIRECT MAIL

SPECIAL EVENTS

PARTY SUPPORT

PAC'S

INCOME PROJECTIONS

I. FINANCE COMMITTEE

Goal \$200,000

Recruit 20 individuals that agree to solicit \$10,000 on behalf

of the campaign. These individuals should be those who are

closes to your race either because they are:

Family members

Close Friends

Business Associates

Known party supporters in your area- ie. you know they

have supported other key party holders

These individuals will be given the option of reaching their goal

through any method they want. Your job is to assist them with

ways to raise these funds, including:

Writing letters or calling on behalf of candidate

Selling tickets to special events

Holding event in home

II. DIRECT MAIL

Goal \$50,000

The first place to start is to establish a database of names

to begin mailing to. There are numerous places to gather

names, including:

Church list

Club list

Friends

Party organizations

Other elected officials in the district

Pam Knauer-Hungman

Once you have established a database you should design a direct mail solicitation at the beginning of the campaign that establishes why you are running for office and why support is important. I would suggest 3 mailings during the time of the general election. A second mailing should be sent mid-summer outlining how you are doing- giving poll results and an accurate update. The last mailing should be later in the campaign with a push to explain how late cash will help put you over the top in the race. Usually candidates are generating money for political direct mail campaigns or a last media push.

V. SPECIAL EVENTS

Goal \$100,000

The important reason to do special events is so your Finance Committee and other volunteers have a way to raise funds for the campaign. They often want to be able to sell tickets to meet their goals. Additionally, it gives you another opportunity to mail invitations to your database, offering them another way to support the campaign.

The important thing to remember is to not double count the funds from this area. For example, if the event raises \$50,000 but \$30,000 is raised by Finance Committee members, then you have only added \$20,000 toward your Special Event goal.

I would recommend that you only hold 2 major events during the general elections, because they are very time consuming for staff. The other events should be designed to be smaller events hosted by members of the Finance Committee. Unless you can secure a very high level speaker that will drive ticket sales, you will need to be very dependent on a Committee to make these a success.

IV. PARTY SUPPORT

Goal \$100,000

There are a variety of sources for party support that include:

- National Committees
- State Committees
- Local Committees
- Local elected officials

It is more likely that you will receive support from the first 3 entities if you are running in an open seat. Other funds are available from elected party officials in your district. State Senators and House members often have funds that they are willing to distribute when they are running in uncontested seats. In a race that is clearly a closely contested one then there is the possibility this support area could rise to as high as \$250,000.

The first step should be to develop a PAC package on the race that includes the following information on the candidate:

Biography

District boundaries

Recent vote totals for District

Voting history if other offices have been held by the candidate

Outline on the candidates stand on 4 or 5 key issues

Campaign budget

Campaign staff and contact information

Once the PAC package has been completed, you should work to identify the key PAC's that are likely supporters of the race. Once this has been done you should mail an initial package to all of them and then do a follow-up call to assure they received it and to see if the candidate can meet with them. It is also good to try and recruit one or two PAC representatives to host a reception on the candidates behalf either in the District or in DC.

Throughout the general election cycle you should mail periodic updates as to the status of the campaign. Most effective information will include polls that show your candidate has a chance to win. Most PAC funds come in the last month of the campaign.