

## **Fundamentals/Targeting Donors/Methods of Fundraising**

The more you know about fundraising, the better off your campaign will be.

### **Fundraising Fundamentals**

- Self-interest motivates people to give – not charity (they don't give because you need it). Elections are a struggle for power: who wins if you win? Who loses?
- People at all income levels can be good fundraising targets.
- A good fundraiser is a skilled marketer. Understanding what motivates a person to give is the key to raising the money.
- You need time to target and educate potential donors in order to effectively fundraise.
- Bottom Line: you gotta ask, you gotta close, and you need to keep giving people opportunities to give
- Your most likely donor is someone who's already given. Ask again. Ask for more. Ask them to raise money.
- Write a realistic fundraising plan. Know that it will change. Follow it unless it's not working, then revise it. Keep an accurate daily record of all pledges and money received. Intimately know the campaign laws that affect the jurisdiction of your race.
- Develop and maintain a donor/prospects database with a software program that allows you to manipulate data easily (NOT Excel), create a variety of fields, source the donation, and note successive contributions for the same donor.
- It costs money to raise money, and %50 of all money raised will come in the last quarter. The goal is to use the most efficient methods of fundraising to raise the maximum amount of money possible.
- Never forget to thank your donors, at every giving level, in a timely fashion.

### **The two enemies to raising money are time and cash flow. Work smart.**

- Target potential donors
- Effectively solicit contributions
- Spend money wisely to solicit and collect these contributions
- Project how much will be collected by when