

Fundraising Tactics

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- Call time
- Events
- Direct Mail
- Digital + Social Media
- Email
- Texting
- Online donation platform
- Recognizing your donors

Call Time

- Larger donors require personal contact
- Make donor feel important enough by making the call
- Do call time with someone who can take notes and track, so candidate can be engaged
- Send an email in real time or as soon as possible after the call that gives supporters some basic information about your race and how to donate via check and online and send to anyone contacted during calltime as follow up.
 - Tailor it to reflect whether you have connected with them.
 - Include your “boilerplate” info (who you are, what you’re running for, why you’re running, etc.)
 - If they pledge, make sure to remind them what they agreed to.
 - Track your calltime and how much each session raises to plan how much call time you need to do to reach fundraising goals.

Events

- An offer to use a house is not an offer to host an event. Your host should commit to raise a minimum amount.
- A host committee raising together is the recipe for success.
- Create an invitation with the hosts listed - make sure that it has the proper disclaimer. “Paid for by [Your Committee Name], [Your Committee Physical or Website Address]”
- Have hosts circulate the invitation to their networks - and, if they are okay publicizing the event- send to your supporters who may want to attend.
- Collect contact information for attendees.
- Be prepared to collect checks and accept online contributions (QR codes).
- Remember: money spent on an event is considered an in-kind contribution to your campaign against donor limits. Spouses with joint accounts can accept a reattribution if that is their intent.
- When you are just starting out you aren't going to do a \$1M event

Events

- What should I talk about?
- How long should I speak for?
- Who else should speak?
- Ask for contributions

Direct Mail

- It takes 14 impressions before a voter recognizes your brand
- Raises awareness of the candidate's name (brand recognition) and highlights your message
- Use a database that allows for your campaign to follow-up with a donation request
- Send in 90 day window prior to election - this is when voters really start paying attention

Direct Mail

- 3-4 second glance to catch voter's attention
- Be clear on what you want voters to know and put it on the front of the mail piece.
- Use info you gather from phone and door-to-door conversations with voters to help constructing more specific, thoughtful, and effective messages, regardless of medium
- Send mail targeting specific voters on extremely specific issues that they find important - develop different messages based on target audience
- Professionally designed with easy to read font and font size and on brand
- Photos should reflect the campaign's message and/or the candidate's personality

Digital + Social Media

- Make it easy for supporters to make a contribution with link to donate EVERYWHERE
 - Website
 - Social media - profile and posts
 - email links
 - Direct mail pieces
 - QR codes at events
- Less costly than traditional advertising and enables you to monitor outcomes daily and make adjustments
- Granular targeting for ads

Digital + Social Media

- Weave donation messages into your social media content strategy
- Boosted posts outperform
- Use visual content versus just text-based posts - videos and infographics are among the most-shared social posts. Selfie videos read as authentic and outperform

Email

- **Compelling subject line** - keep it short
- **Talk local**
- **The sender matters** - in addition to sending from the campaign, send from individuals too, including campaign staff, family members, or endorsers.
- **Keep it real** - don't write emails you wouldn't open, like ones with first names in the subject - these quickly register as spam in readers' minds.
- **Focus on one main call to action.** You can and should have multiple opportunities to click (buttons, text links, linked logos), but keep consistency on the action
- **Promote the CTA at the top of the email** - Include a button 'above the fold' where it will be prominent, including on mobile devices - don't rely on them getting to the end to click.
- **Keep the content short, focused, and personal**
- When possible, **tie the donation to a specific action or outcome** - Example: "Every \$100 funds a day of digital ads"

Email

- **Don't only send fundraising emails. At least 1/3 of your emails should not be direct dollar asks** but updates on progress, press, personal stories about why you're running, opportunities to just share on social media, events...
- **Create urgency** - deadlines work
- **Use Kicker emails** - these are replies to previously-sent appeals close to a deadline.

Texting

- Over 90% of texts are seen and opened within minutes of being received
- On average, \$1 spent on a political SMS fundraising campaign [brings in \\$5 in support](#)
- Peer-to-peer (P2P) texting - a volunteer sends one text message to one phone number
- App-to-person (A2P) texting - a political campaign or organization uses a platform to send thousands of text messages in a short time to subscribers who have [opted in](#) to receive text messages. [Telephone Consumer Protection Act \(TCPA\)](#)

How do I choose an online donation platform?

- Fees
- Data privacy - What do they do with your contacts' data?

Make sure to set up a system to thank supporters!

- Public vs. Private recognition - some donors may not want to be recognized publicly
- Every week or two, send thank you notes to donors or make phone calls for larger amounts
- How to recognize small donations and online contributions <\$100
- Make sure to thank event hosts