Raising Money for Your Campaign

1. Getting Started
   a. Get it on paper: start a spreadsheet with the names and contact information for everyone you know will support your campaign - and add a column for dollar amount you will ask for, for their pledges, and for what is in. This will be your first quarter target list.
   b. Donor Prospects: Next Steps
      i. Network: Ask your top supporters to help raise money through emails, phone calls, texts, or events. This is how you can organically expand your donor base
      ii. Get out there: Attending local party events, etc., will raise your profile and lead to offers of support from people who like your message. Make sure to track these offers and follow up on them!
      iii. Donor Research: Look to officials/candidates with similar positions to yours or who are otherwise likely to have supporters who would also support you. You can look through their donor lists and reach out to those donors and ask them to support you.
         1. Fec.gov will get you information about Federal Candidates - but do not use this to just run a mail list - there are legal restrictions on how this information can be used
         2. The South Carolina Ethics Commission website will list information for state and local candidates
         3. There are also groups like Grassroots Analytics where you can purchase lists of people likely to support your campaign - with their contact information
2. The Day to Day
   a. Finance Plan: Create a sheet that tracks what you think you can raise from various sources (think calltime, events, emails, bundlers)
      i. You should set goals and then update this sheet with what is actually in so that you can see what is working well and what needs improvement
   b. Record Keeping
      i. Whether it is through calltime or an event - make sure that you collect from your donors all of the information required by the FEC or Ethics Commission. You can email a remit form along with email follow up and keep records at sign-in for events
3. Tools of the Trade
   a. Be prepared to accept contributions
      i. You will need to establish a P.O. Box to accept checks and a bank account with a name for people to make out their checks

      ii.   You will need to set up an online payment processor, such as ActBlue, to process online contributions

b. Staying Organized
      i.   You will have an easier time if you use a campaign database, such as NGP, to store your contacts. They allow you to track your targets, donors, outreach, and contributions.

c. Keeping in Touch
      i.   You will want an email platform to keep in contact with your supporters. Your database will often have this capability. Otherwise, you can use Mailchimp or a similar platform.
      ii.   You will also likely want a Zoom account to handle donor meetings, virtual events, etc.