



The 1776 Syndicate

Fund Raising Guide

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1. You HAVE to ask!

No one likes to ask for money or solicit donations but this goes with the territory. Remember, in representative government if we are not willing or able to do it ourselves, it is our obligation to find and support those who share our values. Because you are the one willing to file for office, it is our responsibility to help you accomplish your mission to get elected.

Start by asking family and friends, and those in your network who are like-minded. This will break the ice and give you the confidence to ask others. When people ask how they can help tell them, “I need your time, treasure, or talent.” In many cases, it is easier to write a check than to get involved, but you have to ask in any case.

2. Have your budget prepared.

When asking for donations it is a lot easier and more professional, to show what donors contributions will be funding. Be prepared to show them your budget breakdown so they can see the costs of running a campaign, and know you are going to be a good steward of their donation and of their tax dollars when you are elected.

If you are referring to a budget you are asking for the campaign and NOT for yourself—you are asking people to invest in their future.

3. Start seeking donations immediately.

Running a campaign takes time effort and money. The more you have, the more impressions you can buy, and the more likely you will be to get a checkmark next to your name on the ballot! Every campaign is marked by missed opportunities and a lot is missed at the beginning.

4. Don't turn down any help.

Time and talent have value, and if someone is willing to help with phone calls, scheduling, door knocking, address labeling, or placing signs, make sure you start a log and calendar them in at your earliest convenience.

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5. Always carry pre-addressed donation envelopes.

Have these envelopes printed as soon as you commit and file them for office. Hand them out liberally, and include a card with your campaign website on it. You never know whose hands it may end up in!

When speaking to groups, check with the host and ask if it's appropriate to have them available at check-in, or to hand them out at the end of your presentation.

6. Send personalized thank you notes.

Be professional, thankful, and gracious. It is never wrong to show gratitude.