



Network building , Fundraising & Peer support

LU DEN 02/04/2014

18/02/2014

**GET ON THE
TICKET**

Today



3 sessions

2.30-4.15: Fundraising and network building

4.30-5.30: Peer consultancy

5.30-6.00: Impact & reflections

Why we can talk about money...



- Raised €500,000 in two years
- Articulated a clear, compelling vision & secured widespread buy-in
- Trained 500+ women in campaign basics incl. fundraising
- Our motto: “just ask, just ask, just ask”

Fundraising for campaigns

3 questions



1. Does fundraising matter to you?
2. What do you need to know about fundraising?
3. What are your concerns about fundraising?

Fundraising: common desires



To learn to:

- Use fundraising to raise your profile (within your party and as a candidate)
- Fundraise in a timely manner
- Manage the administrative side of fundraising

Fundraising: common concerns



- Political skepticism & lack of engagement
- Competition with other worthy causes
- Voters 'can't be bothered'
- Complex legislation and risk of costly mistakes

Fundraising: what we will cover



- 1. Mapping & categorising your potential support base: who will give?**
- 2. Understanding the fundraising environment: what are the rules?**
- 3. Developing & structuring your fundraising plan: how, how much & when?**

Fundraising: your experience





1. MAPPING YOUR SUPPORT BASE

1. EMILY's LIST circles of benefit



Who will give to your campaign?

What will **motivate** them to give?

Primarily a fundraising tool BUT two uses:

- Who can donate to your campaign?
- Who can help you with your campaign?

Your network: divided in four



1. Personal
2. Ideological
3. Ax-to-grind
4. Power



1.1 Personal

These are the people closest to you

- Family and friends
- Friends of family and friends
- Neighbours
- Work colleagues and former colleagues
- Sports / club / network contacts

1.2 Ideological



People who share your views

- Party activists
- Elected and formerly elected officials
- Individuals motivated by what you stand for
- Members of organisations you are associated with



1.3 Ax-to-grind

People who are motivated against your opponent

- Former candidates who were defeated by your opponent
- Groups whose interests are in conflict with those of your opponent
- Individuals whose views you know are opposed to your opponent

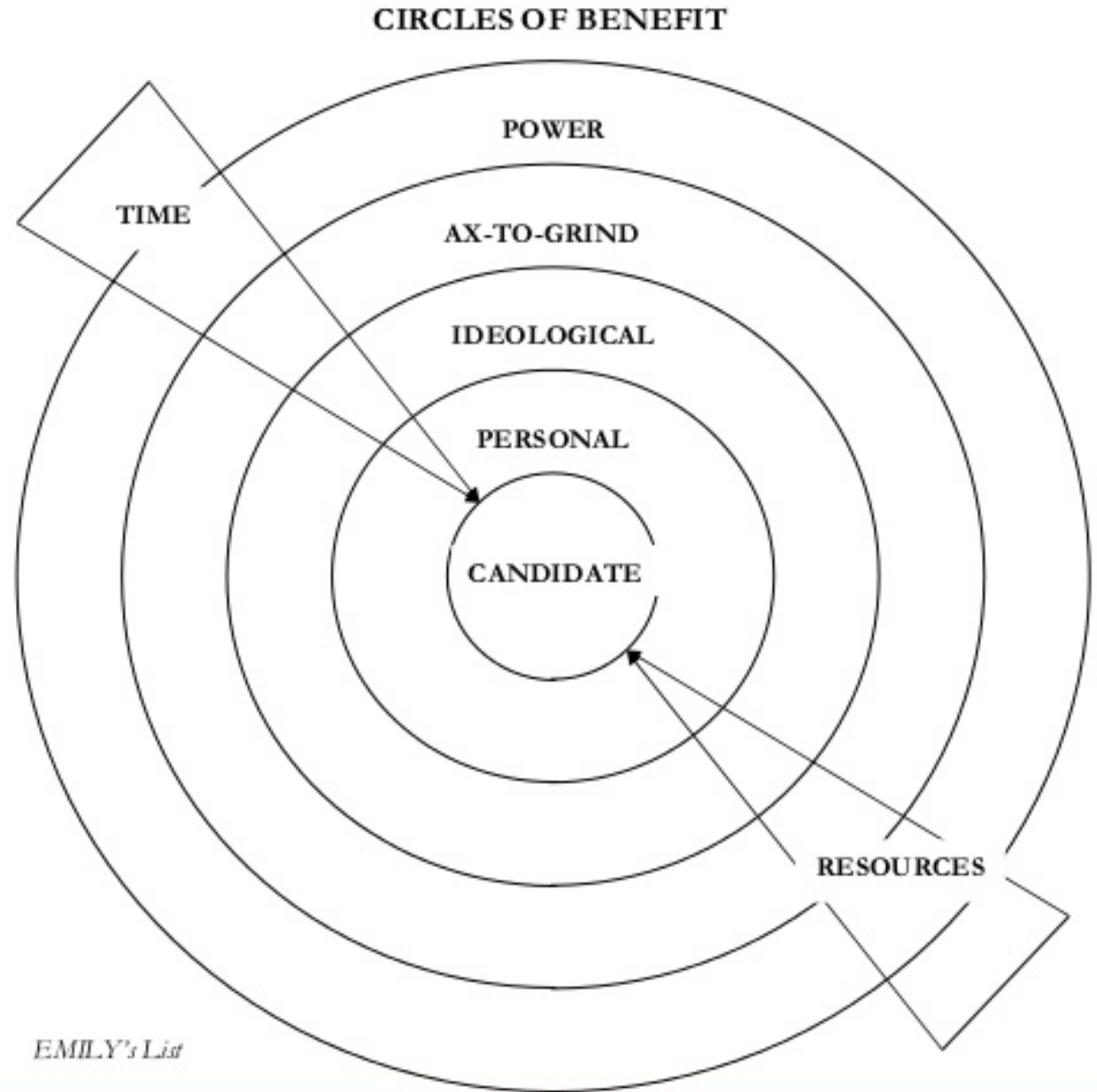


1.4 Power

People who you are not close to but who have influence

- Trade unions
- Professional associations
- Business and corporate leaders
- Community leaders

Map it out



EMILY's List

**GET ON THE
TICKET**



What next? Categorise...

- Name and contact info
- Profession
- Specific skills and interests
- Their networks
- Past political activity / allegiance
- Do they have time?
- Do they have resources?



What can they do for me?

- **Fundraise**
- **Donate (cash or in-kind)**
- **Open networks**

OR

- Play a key team role
- Canvass
- Be a champion / ambassador



How do I engage them?

Present your campaign message and your vision clearly and with passion

- Be clear what you are asking
- Be clear what they are getting
- Say **thank you**



QUESTIONS





2. FUNDRAISING ENVIRONMENT



2.1 Law, rules & regulations

- What are the national laws governing political donations & campaign financing?
- Are there spending limits? Time limits in which spending must be done? Reporting requirements? Re-imbursments?
- Are there stories of non-compliance in your country? What was the impact on the candidate?



2.2 Political donations

A donation is a contribution made for political purposes during a calendar year and can be:

- A donation of money;
- A donation of property, goods & services;
- The difference between the commercial price and the price actually charged for a good, property or service or the use of a good or property
- The net contribution (net profit) made in connection with a fundraising event.

2.3 Administering political donations:



- Open and maintain a political donations bank account in your name with you as signatory; only use account for receiving
- Only use the funds for political purposes; transfer funds into an election payments account as req'd for spending purposes
- Keep a detailed record of all donations including donor name, address, date & location of donation - always issue a receipt
- Obtain written acknowledgement of donations passed by you to your party
- Note & comply with up to date thresholds and the max. limits. And be very clear on illegal donations.



QUESTIONS



3. YOUR FUNDRAISING PLAN



3. Your fundraising plan

- Tells you **who, why, how, how much & when**
- A written road map. A living, breathing document that can change according to:
 - What is working well?
 - Who is responding?
 - Current political climate
 - Unexpected situations



3. **FUNDRAISING PLAN:** outline

1. **WHO:** who is working for you? Who is giving?
2. **WHY:** why are people giving to your campaign?
3. **HOW:** fundraising tools
4. **HOW MUCH & WHEN:** goals, targets & tracking

Thanking: who is saying thank you, how?



3.1. **WHO** is working for you

Roles on your team:

- **Candidate:** public face, identify potential donors, build relationships
- **Fundraising manager:** manage fundraising committee, **solicit donations**, lead on events
- **Election agent:** manage donations, establish policy & procedures

3.1 **YOUR ROLE** as candidate



The candidate must help with fundraising by:

- Having a clear, compelling message
- Meeting with potential donors
- Finding the right fundraising manager
- [Sometimes] soliciting donations

The candidate should hand over processing of donations and associated administration to an election agent

3.1 **WHO** will give to your campaign?



EMILY'S List Circles of Support

- Personal
 - Ideological
 - Ax-to-grind
 - Power
-
- Major donor programme? Giving Circle?

3.2 **WHY** give to your campaign?



You must have a clear sales pitch, tailored to donor audiences:

- Who you are
- Why you are running
- How you will win
- What difference you will make when elected
- **HOW YOU NEED XXXX EURO TO GET ELECTED**

3.2 **WHY** give to your campaign?



how much money you need is a core part of your message



3.3 **HOW** will you raise €?



Options:

- **Events**
- **Personal solicitation / individual donations**
- **Online**
- **Direct mail**
- **Telemarketing**
- **FOLLOW UP**



3.3 Raising € through **EVENTS**

- Events have a dual purpose: money & profile
- Event should cost no more than 10% € raised.
Plan event spend & stick to budget
- Do a kick-off event that fits candidate profile
 - Table quiz, race night, talent show, auction, breakfast, lunch, dinner
- Involve your supporters: hosts, venue, invites
- Consider special guests



3.3 Sample event budget

Revenue (50 people at €100)	€ 5,000
Cost per head (€15)	(1,500)
Hire of venue	(500)
Entertainment	(900)
Stationery & tickets	<u>(40)</u>
Net profit/donation:	€2,060
Net margin	41.2%



3.3 Raising € from **INDIVIDUALS**

Why do people donate to campaigns?

- They are asked
- They believe in what you stand for
- They are inspired by you
- They are part of a community
- They want to help
- They hate your opponent & don't want them elected
- They want power & influence
- They have a vested interest



3.3 Raising € from **INDIVIDUALS**

Why do people donate to campaigns?

- They are asked
- They believe in what you stand for
- They are inspired by you
- They are part of a community
- They want to help
- They hate your opponent & don't want them elected
- They want power & influence
- They have a vested interest



WHY WILL THEY DONATE TO YOUR CAMPAIGN?



3.3 Raising € from individuals

Know the rules:

- How much can people give?
- When can they give?

Know your ask:

- How much am I asking for?
- What will it cover? E.g. 500 leaflets, 50 posters

Know your position:

- Who will you not accept money from?
- What is your comfort level with asking?



3.3. Online giving: dual purpose

- Remember: you are not running for US President (yet) **BUT** online raises your profile
- Do your research before attempting online

If you opt for online:

- Plan and calendar your emails / capture new addresses / segment & target
- Take advantage of key moments
- Test, analyse and revise



3.4. How much: your goal

Do your research

- How much did similar elections cost in the past?
- How much will your election plan cost to deliver?
- How much time to do you have?
- Will your party contribute?

What spending is required for your election?

Design & print of posters & leaflets, stationery, travel, subsistence, advertising, events, research



3.4. How much: your targets

How are you getting to your number?

- % from party
- % from events
- % from individuals

Targets break your goal into manageable chunks:

- Monthly
- Weekly
- Daily



3.4 How much: your targets

Nominal figure of **€10,000**

- $€10,000 / 12 = €833$ per month
- $€10,000 / 52 = €192$ per week

10% party (€1,000), 40% individuals (€4,000),
50% events (€5,000)

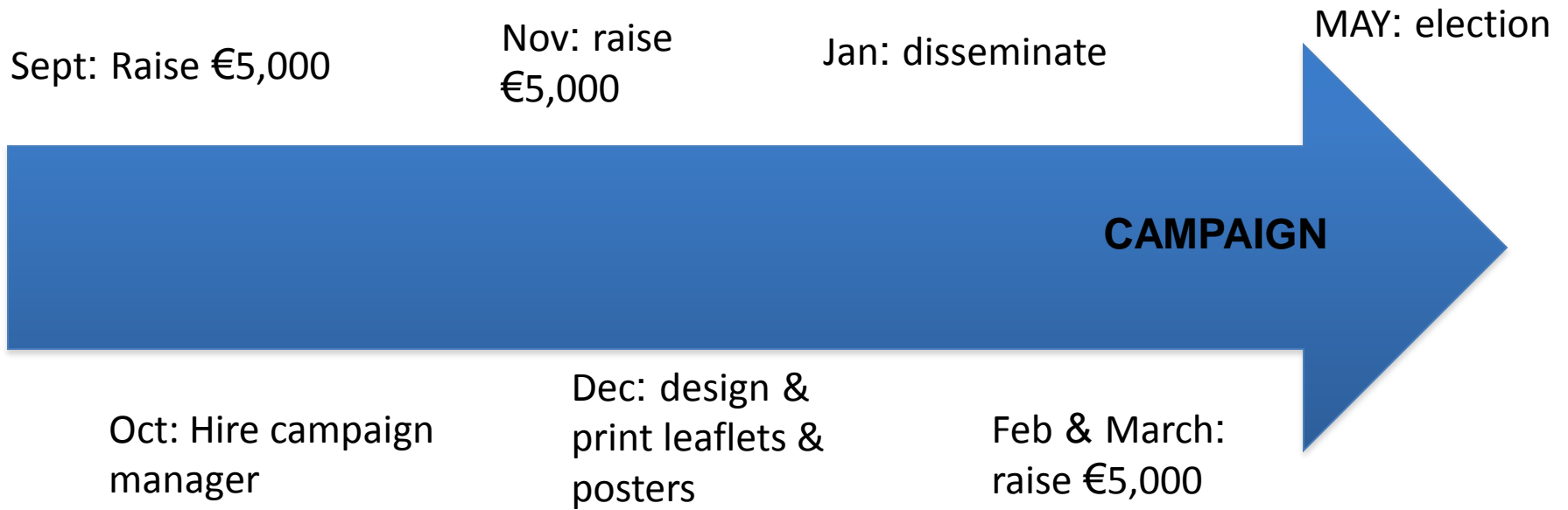
- €333 per month from individuals
- €416 per month from events



3.4 When?

- Cashflow is a critical part of the fundraising plan
- Your cashflow needs dictate your campaign calendar
- Schedule campaign elements appropriately to ensure cash flow needs are met, e.g:
 - Events
 - Individual solicitations (regularity & phasing)
 - Online campaigns

3.4 When?



3.4 How much: tracking your targets



Can you stick to your target?

Can you make the asks?

If not, revise.

Tracking: Weekly check in and **monthly review** of fundraising targets. Revise to reflect changes.



Final word: data & thank you

Keep detailed records

Your fundraising efforts help build your database
of voters

€ + votes = success

Don't forget to say thank you!

- Build it into your process
- Be rigid about it



QUESTIONS





Candidate A: local election

Dublin City Council, Cabra Glasnevin Ward

- Total electorate: 31,882
- Total valid poll: 17,020
- Number of seats: 5
- Quota: 2,837

- Total first preference votes won: 3,088
- Spending: €8,000
- Fundraising methods: table quiz, raffle, personal €
- Timeline: FR complete 3-6 months prior to election



Candidate B: general election

Dublin Central Constituency

- Total electorate: 56,892
- Total valid poll: 34,612 (61%)
- Number of seats: 4
- Quota: 6,923

- First preference votes won: 3,504 (not elected)
- Spending: €18,500 (€15,400 personal, €3,100 party)
- Fundraising methods: golf classic, personal & friends
- Timeline: FR complete 5 months prior to election

Candidate C: European election



Dublin Constituency

- Total electorate: 812,465
- Total valid poll: 406,630 (c.50%)
- Number of seats: 3
- Quota: 101,658

- First preference votes: 50,504 (elected on 7th count)
- Spending: €39,847 (€35,800 personal, €4,100 party)
- Fundraising methods: concerts, social events, individual donations



PEER CONSULTING





Peer Consulting: the process

- 5 minutes: **outline the challenge** (contributor)
- 5 minutes: **clarifying questions** (the team)
- 10 minutes: **diagnose the problem** (the team) – no solutions!
- 5 minutes: **brainstorm solutions** (the team)
- 5 minutes: **group feedback and discussion** (candidate + team)

- Overall feedback: what did we learn? Did it help?