

Children's Funding Institute 2023

Campaign Fundraising

October 4, 3:30: – 4:20 PM ET



- Slides will be available at childrensfundingproject.org/cfi2023
- For this session, please do not take pictures, tag participants, or share presenter quotes without asking permission from the session speakers.
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Ballot Measure Fundraising

Raising funds to connect with voters

*The Why, The Ask, The Who,
The Committee, The Plan*



What is the number one reason why people give to campaigns?



Debunking Myths

People don't like giving money

People find donating to be one of their three favorite "feel good" activities. When asked what life events and activities give them the most pleasure from a given list, they responded:

-being in love (56%)

-hugging my children (48%)

-donating to others (45%)



Debunking Myths

Your Finance Director/Chair will raise the money for me

The "Party" will raise money for me

My ideas will fund the campaign

A facebook post or email blast is all I need to do to ask for money

We can win the campaign with only donations of \$10 & \$20



Fundraising is a reflection of your campaign

Coalition — Diverse group of community supporters/donors

Message — Practice campaign talking points as you ask for money

Goals — Meets campaign budget

Deadlines - ensure you know all the deadlines of your campaign



Fundraising starts first... so where do I begin?

List building — Build a database of your network and organizational networks that are leading the campaign.

Endorsements — Recruit early support from elected officials, labor unions, community & business leaders, and organizations focused on early education.

Finance Plan and Finance Committee — map your fundraising to help you reach goal, and recruit proven fundraisers to help you meet



Fundraising Messaging

What is your why?

Fundraising — *What are the top three reasons why you are raising?*

Leadership — *What are the top three reasons why you are a leader with this community organization?*

Audience — *Why would this prospect be interested in supporting? What common values do you share with with this prospect?*



An Ask is an Ask is an Ask

If you can ask a volunteer for their time or a voter for their vote, you can ask for money.

Donors consider their donation an investment in the organization, just like volunteers consider their time and voters consider their vote.

Keep this comparison in mind as we talk through the ask process.



The Art of the Successful Fundraising Ask

Asking for money is not just about making the ask, it's about setting the scene:

- *Starting Off*
- *Swap Stories*
- *Outline the Opportunity*
- *Feedback*
- *The Ask*



Swap Stories

Share your personal story with them briefly why you got involved in this ballot effort; your vision and what motivated you.

Ask about their story. Why do they care about this?

Find shared values & beliefs that you can later reference in the conversation or in the follow up.



Outline the Opportunity

Set the larger context – what is the environment overall? What are the challenges for success?

Outline the opportunity – Why is your campaign best suited to address this challenge?

Make it measurable – Define short term goals that add towards this challenge being faced.



Feedback

Ask for their feedback, their ideas, and their reaction to what you've said so far.

TAKE NOTES on their ideas and thoughts.

Answer questions that you have answers to, get answers to questions you don't and follow up.



The Ask

MAKE A VERY SPECIFIC ASK.

Include a specific amount and a date by which the campaign needs to receive it.

Once you ask, be quiet. Let them respond first. Silence can be uncomfortable. The person who speaks first **LOSES**. *Take a sip of water*



The Ask

If they say:

***Yes:** Say "Thank You". Give them options for contributing, online, via mail, etc. Reinforce the deadline.*

***No:** Ask Why? Do they need more time or a different amount? Can they connect you to their network?*

***Hard No:** Thank them for their time. Move on.*



They have said yes! Now what? FOLLOW UP

Pledge Follow Up: send an email or a letter (depending on the donor) reminding them of their commitment and ways to donate.

Pledge Calendar: Take notes about the pledge date.

Pledge Call: If the contribution is not received by the pledge date, call and follow up.

THANK YOU NOTE!!!!
DO NOT FORGET TO THANK YOUR DONORS.



Types of Solicitation

Meetings – most effective, most time consuming

Call Time – Best value for time

Events – Different types of events serve different functions

Internet – this should be a small portion of your plan



Meetings

Research – *Do your homework on the concerns of who you are meeting*

Listen – *Listening is the best way to get to know a person*

Relate – *Focus on different aspects of your personal history or campaign platform depending on who you are speaking to*

Ask – *Make the ask*



Call Time

Information needed

- *Donor contact information*
- *Giving history*
- *Amount to be requested*

Be prepared with:

- *talking points*
- *Do your homework on their issues and giving history*

Make the ask – and then say NOTHING.

Be persistent – don't stop calling



Types of Events

Campaign Sponsored Event:

- *Campaign generates invite list, follow up, and event planning details*
- *Invite list will include past donors to the campaign and current supporters*



Types of Events

House Parties:

- *A great way to expand network of supporters*
- *House party host is responsible for invite list from her/his personal or professional network*
- *Host is also responsible for invite list, invitations (approved by campaign), invite follow-up, and all planning details*



Types of Events

Host Committee Event:

- *Host committee will consist of dedicated supporters who can meet specific goals.*
- *Host committee should agree to put their names on the invitation, create the invite list, follow-up on invitations, cover costs and planning for the event, and make personal contributions to the event.*
- *Be sure to call all host committee members personally to thank them.*



Who do I ask?

- ***Rolodex*** – *personal/professional network*
- ***Research*** – *who has given to the same ballot efforts in different parts of the country? Who has given to similar ballot efforts in your community?*
- ***Building Out*** – *who does your network know?*



Who do I ask?

Rolodex

Friends and Family

- Who would you invite to your children's graduation party?
- Children's school directory.
- Contact all extended family (Call Grandma for her address book)

Holiday Card List

Business Contacts (Collect all business cards)

- Current and former co-workers
- Vendors
- Clients



Who do I ask?

Rolodex

Memberships

- Professional Associations (Ohio Assoc. of Justice, CPA's, OEA, OFT)
- Civic Organizations (Lions Club, Kiwanis Club, Daughters of the American Revolution, etc)
- Religious Groups (Women's or Men's Auxiliary Club)
- Political Organizations (Women's Democratic Club, County Democratic Club)
- Labor Organizations (If you are a member of any)

Family members organizations

- Children's sporting event team parents.
- Spouse's associations (Book Club, Bowling Team)

High School , College, Post Graduate Classmates

- Member of any organizations (Student Government, Community Service, Fraternity or Sorority, etc)



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Who do I ask?

Research

What type of communities have given to this type of campaign in the past?

- *Organized Labor*
- *Business Community*
- *Early Education Organizations*
- *Elected Leaders*
- *Party Organizations*



Who do I ask?

Research

Who in your community has contributed to similar efforts or candidate's that champion early childhood education in my community?



Who do I ask?

Research

Where do I find this information?

- *County Board of Elections*
- *Secretary of State*
- *Federal Elections Commission*



Who do I ask?

Building Out

Expanding your network - Show up!

Labor Meetings

Fundraisers

Community Organizations



Who do I ask?

Building Out

Who do the people in the campaign's network know?

- *Is an elected official who is on your Finance Committee close with a labor union?*
- *Does someone know a business leader who is not already in the campaign's network?*



Finance Committee

What is the purpose?

Help the campaign raise money.

Each committee member should have a write/raise goal for the campaign.

Each committee member should help broaden the campaign's fundraising network.



Finance Committee

Who should be on it?

Endorsers from different communities – Labor leaders, Elected Official (not currently in cycle)

Business Leaders

Big Name Donors



Finance Plan

What is this?

This is where you write a campaign finance plan for your campaign or organization by setting a goal for each fundraising target.

Setting an high and low target

Track pledges and what has come in



SAMPLE FINANCE PLAN				
Organization/Individual	HIGH	LOW	PLEDGE	IN
Elected Officials	\$ 15,000.00	\$ 5,000.00	\$ 10,000.00	\$ 5,000.00
Local				
State				
Federal				
Business Leaders	\$ 400,000.00	\$ 250,000.00	\$ 100,000.00	\$ 75,000.00
PACs	\$ 50,000.00	\$ 25,000.00	\$ 10,000.00	\$ 5,000.00
Labor Unions	\$ 200,000.00	\$ 150,000.00	\$ 100,000.00	\$ 10,000.00
Public Sector				
Building Trades				
Major Donors	\$ 250,000.00	\$ 175,000.00	\$ 100,000.00	\$ 50,000.00
Traditional Dem				
philanthropic donors focused on children care				
TOTAL	\$ 915,000.00	\$ 600,000.00	\$ 320,000.00	\$ 145,000.00



Questions?

