

The National Council on Independent Living presents –

The 6 Keys to Raising Money

July 1, 2019

3:00 – 4:30 p.m. EDT

Presented by:
Domonique James
Politics with Purpose



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Agenda

- I'm going to teach you as much as I can in the limited time we have together and share my contact info at the end of today's session in case you have additional questions or want to continue the conversation
- The 6 ways campaigns go wrong when it comes to fundraising and how you can get it right! *(even if you're a first time candidate and you feel like you have no money and no network)*
- Teach you how to identify your unique donors and make an authentic ask using my IWIN Method
- Share nuggets of wisdom from fellow candidates across the disability spectrum



About Me: Domonique James



**Campaigns
& Elections**



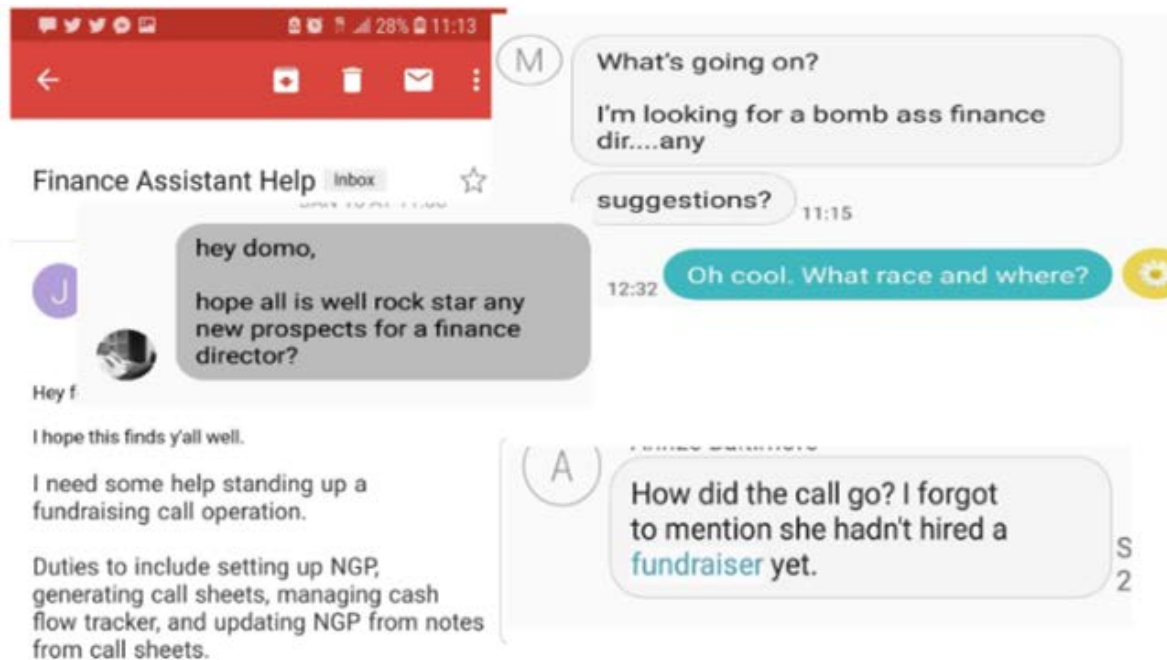
Politics with Purpose

We teach purpose-driven candidates and causes how to raise money, tell their story, and channel their passion into effective political or social change.



You Are Not Alone

- Everybody needs money help!
- You need to raise money to get your message in front of the right people, even if you want to run a grassroots campaign



The Fundraising System

- Fundraising is about systems and in order for the system to work properly you need the right pieces
- You need to raise money to get your message in front of the right people, even if you want to run a grassroots campaign
- Fundraising is the fuel to your campaign engine. You want your car to have a full tank of gas.



The Fundraising System



Mindset

- **Where campaigns go wrong:** Many campaigns block their cash flow because of their disempowering thoughts, beliefs, and actions when it comes to raising money. It sounds like:
 - *“Only some people are good at it...”*
 - *I feel like a fraud/No one will support a candidate like me...*
 - *I don’t want to focus on money, I want to run a “grassroots” campaign...*
 - *I don’t like asking for help/I don’t want people to think that I am weak...*
 - *I don’t like asking for money for myself/it’s easier to ask for money for other people*
 - *But, this person only gave *this* much...*



Mindset Shift

- You need to realize that money is not your enemy but rather a tool for you to use (who likes an empty tool kit?)
- You need to bring your personal mindset and beliefs about money into harmony with everything you need to do to be an effective candidate and have a winning campaign.
- Seek out people with the skills or solutions you need
- Your experience is EXACTLY what qualifies you
- Gain confidence through experience, not logic. The best way to conquer any fear is to do the thing that scares you.



The Fundraising System



Donors

Where campaigns go wrong: Many campaigns block their cash flow because they never take the time to thoroughly map their network. They never identify their unique donors in the beginning and then hit fundraising walls when it matters most.



Identify Your Unique Donors

- YOU are your secret sauce.
- Invest time in creating your initial fundraising list
 - Catalog your entire life story
 - Export contacts from email, social, etc.
 - Box of business cards
 - Old yearbooks, clubs, groups
- Remember: fundraising is about networks. It's not just the people you know but also the people that they know.



The Fundraising System



The Ask

- **Where campaigns go wrong:** Many campaigns block their cash flow because they never learn how to effectively ask for money. They say the wrong things to the right people. They don't use words that motivate donors to action. This can look or sound like:
 - You don't ask for a specific amount of money
 - Don't put the potential donor first
 - You make it about YOU (the individual) not your CAMPAIGN (the change you represent)
 - You give your potential donor an "out"
 - You don't lead the donor experience or follow up effectively
 - You do not share the impact of the contribution
 - Use passive words like support or help out



Frame Your Ask

- Ask for money with authenticity using my IWIN Method
 - **I** - identify your shared **issue** with the donor when you **introduce** yourself
 - **W** - explain **why you** are the best candidate and **how you** can win
 - **I - investment** - ask for a specific dollar amount and how it will impact your campaign
 - **N** - walk the donor through next steps



The Fundraising System



Tactics

- **Where campaigns go wrong:** Many campaigns block their cash flow because they experiment with fundraising tactics that yield low results.
- Think that there is a magical list of donors
- Solicit donations from a “cold market”
- Want someone else to fundraise on their behalf
- Stick to raising money one type of way
 - digital and/or social media
 - event heavy
 - leave it up to other people who said they wanted to help



Solid Tactics

- **Regular Call Time** is the base of every fundraising operation
- Depending on characteristics of your region and budget
 - Small dollar house parties
 - Larger fundraisers
 - Email
 - Digital ads
 - Social media ads or posts
 - Surrogate fundraising
 - Text
 - Mail



The Fundraising System



Plan

- **Where campaigns go wrong:** Many campaigns block their cash flow because they don't prioritize fundraising early enough in the campaign. They jump into a race at the last minute and do not set up their personal and campaign schedules up for success.



Creating a Fundraising Plan

- Make a decision to run early
- Rolodex and map your network
- Organize the data and contacts
- Identify strengths/challenges/opportunities
- Set low, mid, high raise goals - your fundraising plan supports the campaign budget and overall campaign strategy (be mindful of deadlines)
- Determine the best tactics to achieve those goals
- Identify your \$ Money Team \$
- Go raise money
- Be consistent



The Fundraising System



Team

- **Where campaigns go wrong:** Many campaigns and block their cash flow because they operate in isolation. They go to sleep exhausted and overwhelmed because they are an army of one.



Build a Money Team

- **People** win campaigns
- No one great has accomplished anything alone. You must get comfortable asking for help!

Six Ways Family, Friends, and Volunteers Can Help Raise Money

- Help you get or stay organized
- Research
- Keep you focused while you make campaign calls
- Help you follow up with donors
- Host or coordinate fundraisers
- Attend meetings and events on your behalf



The Fundraising System



How They Did It: Reyma McCoy McDeid

Ran for State Rep. in Iowa

Autism, queer, black woman, single mom

Raise \$25,000 for her primary

Share your truth - people want a real and unique candidate

Don't underestimate the power of in-kind donations

Leverage or create earned media opportunities



How They Did It: Jimmy Anderson

State Rep. in Wisconsin

“paralyzed from chest down after a drunk driver hit his car and killed his family

Raised +\$25,000 his first campaign, and won a 3-way primary

“The hardest part I had to overcome was getting comfortable asking for help. People will give you the time of day if you make the ask.”

Build your “ask” muscle

Be willing to do the work

Create a plan and execute



Contact Information

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Questions & Answers

Use the Q&A feature in the Zoom toolbar to type your question. You may also type your question in the chat box on the CART screen at <http://www.streamtext.net/player?event=NCIL-IGNITE>



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