



RAISING CASH FOR YOUR CA

Presented by:

Shannon Gill, Chief Administrative Officer, Wildrose Party

WHAT IS FUNDRAISING AND WHY IS IT IMPORTANT?

- Opportunity to connect with your members, donors and the community
- Is part of your election readiness plan
- Helps you to attract strong candidates

Fundraising helps win elections!

WHO GIVES AND WHY?

- Giving starts at home – CA board members should lead by example
- Don't just rely on your membership to give – many Wildrose donors are not members
- Understand your donors – what motivates them?

Why do people give? Because they were asked!

DIRECT MAIL

7 Tips for writing great fundraising letters:

- Be emotional
- Tell a story
- Use urgency
- Be personal
- Make an ask
- Mind your P's & Q's
- Mix it up

EMAIL

- Email is one of your most cost effective ways to raise money
- Many of the same tips apply for direct mail apply to email
- Keep it short – make use of links or people who are interested to get more information
- Use graphics if possible
- Test everything before you send!

PHONE

- Train your callers
 - Do dry-runs to build confidence
 - Ensure they are comfortable with the material they are presenting
- Prepare scripts as guides
 - Provides reminders of what needs to be covered in the call
 - Helps to keep the conversation on track

Remember this is as much about building a relationship as getting a donation!

FACE-TO-FACE

Tips for success:

- Knowledge
 - About your organization
 - About what you are asking for (buy event tickets, cash donation, volunteer time)
 - About the donor
- Practice
 - Start with those close to you – board members, regular donors
- Don't allow fear to stop you!

EVENTS

Events are usually time consuming to plan and execute, but can be worth it.

- Give yourself enough lead time
- Build a team to make the work easier
- Create a plan and set goals
- Have a marketing plan in place
- Look for partners, such as other CAs



BRAINSTORMING



DONOR STEWARDSHIP

- Thank your donors
- Thank your fundraising volunteers
- Celebrate your successes



QUESTIONS?