



Fundraising Planning and Training for Candidates

You're running for office in a race that's heavily contested. It's not a race where your total spending is likely to exceed \$100,000. But you need to raise more than \$40,000.

You probably can't afford a full-time fundraiser on your campaign staff. But you need professional assistance to create a plan and train yourself, any campaign manager, and your lead volunteers on how to implement it.

Having spent most of the last 12 years raising money for politics, I can help. From 1998-2009, I grew the Oregon League of Conservation Voters annual budget from \$200,000 to more than \$1.1 million.

My recommended package involves 16 hours of assistance. This breaks down into three half-days and two additional two-hour blocks, but these times can be varied as the circumstances warrant. While this can be two solid days straight, it's best broken into four or five shorter segments over the course of 7-10 days.

Step 1: A Fundraising Audit: We spend 4 hours together doing a detailed fundraising audit. I will help you figure out all the assets you bring to the table to help you fundraise. We will go through your lists, your background, your materials, and your basic case for why donors should invest in your campaign.

Step 2: Fundraising Planning and Homework: I take the audit and spend 4 hours creating an initial Draft Fundraising Plan. You take 4 hours by yourself doing a series of homework assignments designed to expand your list and practice your rap.

Step 3: Fundraising Practice: We spend two hours together refining your case for donations via phone and having me listen in on a series of calls to give you feedback. We spend another two hours going over your rap and improving it. This can include my attending an actual fundraising meeting or house party to give you feedback.

Step 4: Final Planning: I take two hours to turn the Draft Fundraising Plan into a Final Fundraising Plan, taking into account your additional homework and what we learned from the fundraising practice.

Step 5: Training. I provide 2 hours additional training on how to make an effective ask for anyone else on your campaign team who'll be involved with raising money.

My standard rate is \$125/hour or \$2,000 for this package of 16 hours.

Candidates who take seriously their part of this package and utilize the plan and improved rap will absolutely raise far more extra money than the \$2,000 invested up-front in this assistance.