



WIRE *for* Women

TIPS for Successful Fundraising

1. Make a budget. Know how much you need to raise and for what purpose.
2. Compile your “ask” list:
 - a. Tier One: Best friends and family members
 - b. Tier Two: Acquaintances - People you work with, volunteer with, party with, pray with, play games with, your dentist, doctor, dry cleaner, etc.
 - c. Tier Three: Cold calls - Local political donors, public servants, and local well-known and respected citizens.
3. The Ask: Explain why you are running and what you want to achieve in office. Then make a direct ask for a specific amount.
4. Send thank you notes whether the person gave or not.

Still need help?

Contact WIRE and request a “Fundraising Mentor”. info@wireforwomen.com