



WIRE *for* Women

\$\$\$ How to Ask for Money \$\$\$

$$P - i = P$$

What is your potential? **What are your interferences?** Maximize your performance!

Make a Plan

- Enlist a treasurer!
- Know the rules and campaign contribution limits in your district.
- Who and how can you ask for money?
 - Create a fundraising pyramid (example available on WIRE's website) and lists of people to ask. The more people buy in, the more votes. You want as many big donors as possible, AND you want lots of smaller contributors/voters.
 - Leverage your networks. House parties. Coffees. Don't leave an opportunity to fundraise on the table.
 - Use social media.
 - Use online resources, you county registrar/city clerk for info on potential donors. Example: <https://www.fec.gov/data/browse-data/> (National database of political donations. You can search by donor and by recipient.)

Key Elements of an Effective Case for Support

- Attention grabbing **introduction**
- Description of the **problem/need**
- **Solution** you propose
- **Evidence** to support the proposed solution
- The **why**
- Why this donor?
- Why are you involved?

- Call to action

Now you are READY to ask! Ideally, meet in person, face to face.

Suggested Script

“Would you be willing to consider a donation/investment of \$ _____ (be specific) for _____ (the purpose) so that I/my campaign can/will _____ (BRIEFLY address the problem and describe the impact or outcomes.”

- Then, **PAUSE** until the prospect speaks (**AND BREATHE!!!!**)
- Ask for a specific amount, don't ask for too little!
- Listen more, solicit less
- Be ready to answer detailed questions
- A “no” can sometimes mean “not yet”-be persistent but not annoying. Don't take it personally and move on.
- Wash, rinse and repeat!

Clarify your and practice your “ask” on trusted friends/advisors/mentors before you take it on the road!