ABSOLUTE RESOURCE DEVELOPMENT

Campaign Fundraising Launch Plan
Applicable for State or Federal Candidates

Our team will help take you from “filed” to “fundraising” with excellence and efficiency. Our goal is to give you all the tools you need to launch and execute your fundraising efforts for your campaign.

First Objective: Legal and Compliance

1. Choose your compliance attorney. They need to sign off on everything as you are getting started.
2. Choose your data compliance expert (an accountant, typically). They will be able to recommend software and will help you through the necessary reporting processes. They will also ensure you know exactly what information you need from your donors and be able to streamline how to get that info.
3. Equip your ENTIRE team to be adverse to carrying around money. Contributions should go straight to a member of the fundraising/accounting team with the most complete information as possible, as quickly as possible (same day optimally).

Key takeaway: Develop a system that ensures a.) every contribution is legally compliant and b.) you have obtained as much information on the donor as possible for future communications. As your campaign team grows, continually revisit this system. This process should be instinctual for every member of your team.

Empower you: We will provide a list of the key questions you may wish to ask your compliance expert and attorney. We know sometimes the right questions come up when it is too late. We work to equip you with the most important questions from the first conversation.

Second Objective: Data and Internal/External Reporting

FEC/State Ethics Reporting, Fundraising Reports

1. Track all contributions - checks, credit card forms,events, pledges, in-kind contributions
2. Weekly fundraising report to campaign team
3. Ensure the accounting team has communicated with the entire team about the reporting schedule, what that entails, and all deadlines are reflected in the shared calendar.

Key Takeaway: Develop a system for consistent and transparent communication to ensure that all pledges and contributions are a.) being tracked as pledges and dollars in and b.) once donation is received being reported on accurately both internally (tracking where you are at any given time in terms of hard dollars, not pledges), and externally (software/FEC/state ethics).

Third Objective: Planning and Prepping

1. Determine your story and your Why. The How will evolve throughout the campaign.
2. Develop a finance plan and set fundraising goals. We recommend a baseline understanding of the overall goal but write the first plan to reflect the first 90 days.
3. Do an initial brainstorm with the people closest to you in order to determine your starting prospects and what will be your ask of them.

Key Takeaway: Your finance plan will be your roadmap. Goals and deadlines will help you one step at a time and will incentivize you to continue making the Ask.

Fourth Objective: Start grids and share calendar

1. Establish a campaign calendar and assign only ONE person to own it. Every other team member should submit requests to that person.
2. WHITEBOARD: we look forward to showing you how we started with a dry erase board and morphed that into an all encompassing tracking system for incoming pledges and likely donations.
3. Establish time blocks and protect them with all your might. Do not equivocate on this.

Key Takeaway: Your whiteboard is your secret weapon for fundraising. You or your fundraiser will work from this every day.

Fifth Objective: Messaging and Fundraising

1. Create a one-pager that the fundraising team can share with prospects.
2. Practice your pitch with your fundraising team.
3. Get comfortable with call time and events.

Key Takeaway: Fundraising is sharing your story. People know that raising money is a KEY part of running for office. Go big or go home on the Ask, and perfect the Graceful Exit.

Please contact Tamara at 918.859.1804 with any questions about the above information.