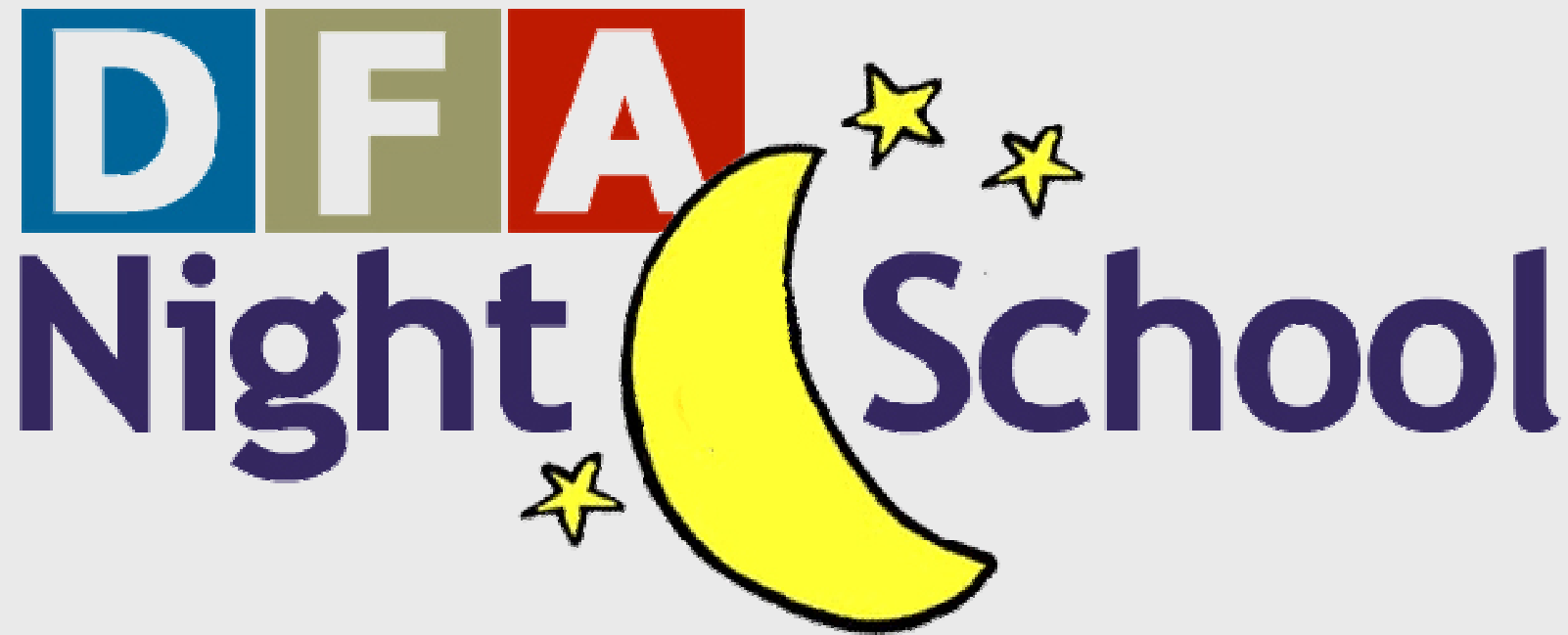


Developing a Finance Plan



June 12th, 2007

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Tonight's Trainers



Arshad Hasan

DFA Training Director

Night School Host



Michael Cook

DFA Finance Trainer

2 Questions? E-mail training@democracyforamerica.com



Objectives of this Session

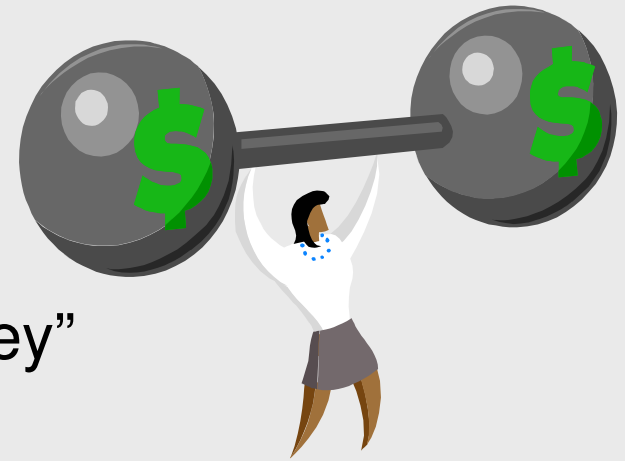
1. Goal-setting & benchmarks
2. Strategic donor targeting
3. Survey fundraising tactics

3 Questions? E-mail training@democracyforamerica.com



The Fundraiser's Attitude

- Raising money is important
 - Campaign staff, materials and programs cost money
 - Without a finance plan you cannot win
- You are not “begging people for money”
 - You are giving them an opportunity
 - If you are not asking, you are making the decision for them
 - Embrace the Yeses and the No's
- Push your comfort level!



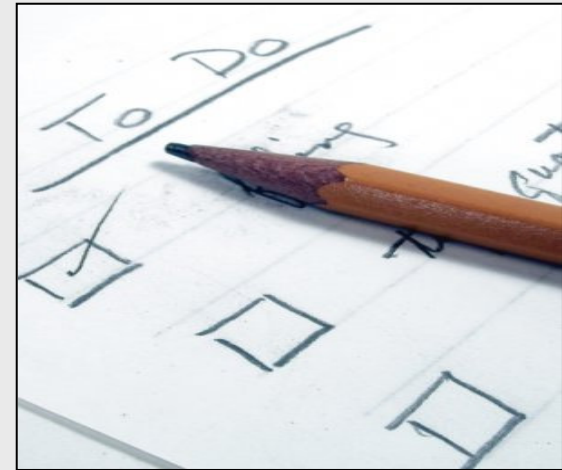
Just Ask!

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Setting Your Goals

- Do some research
 - How much did past similar races cost?
 - How much did your opponent raise before?
 - How much does your opponent currently have?
 - How big is your district?
- Create several budget scenarios
 - Lean fundraising
 - Modest fundraising
 - Robust fundraising



5 Questions? E-mail training@democracyforamerica.com



Know the Law

Different states have
different rules

Research the appropriate
campaign finance laws
for your state

Have a legal resource
available



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Timelines & Benchmarks

- Work backwards from your goals
- Note important dates
 - Filing deadlines
 - Campaign growth benchmarks
 - Primaries and other political events
- Break it down & evaluate
 - Quarterly
 - Monthly
 - Weekly
 - Daily



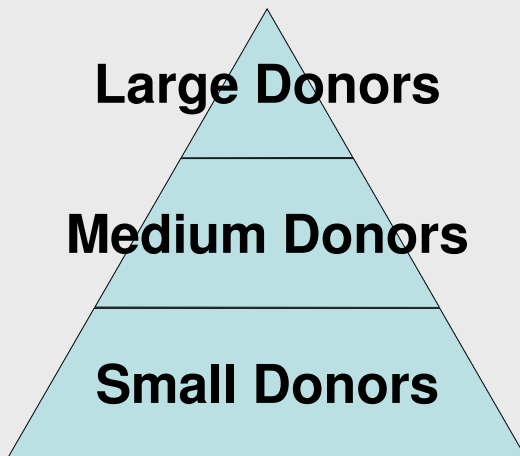
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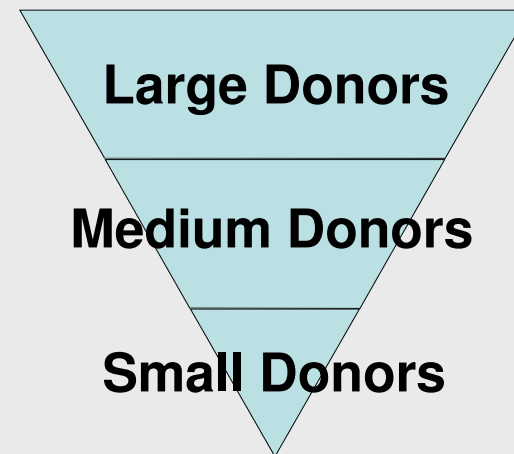
Targeting Your Donors: Large & Small

How much from whom?

Number of Donors



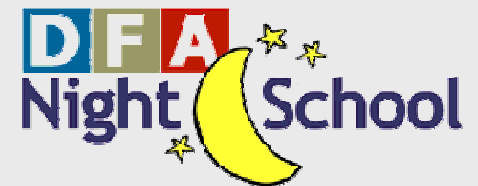
Amount Raised



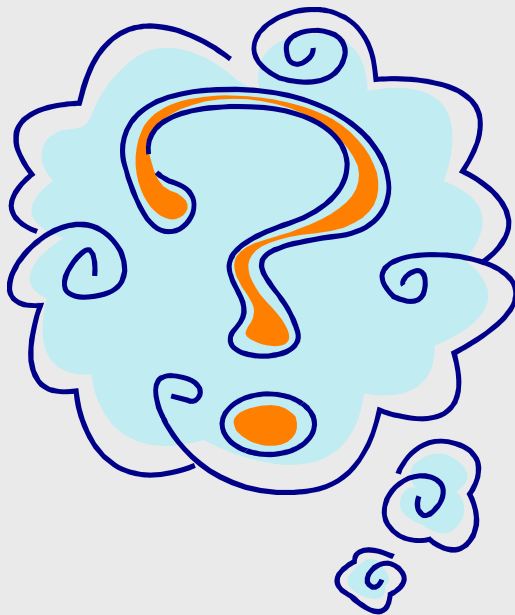
What is “large” and “small” where you live?

8

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Listener Submitted Questions



9

Questions? E-mail training@democracyforamerica.com



Targeting Your Donors: Motivations

Donors have their own reasons for giving

Listening and researching

Understanding donor motivations helps:

- Your message
- You address their specific concerns
- You manage your time and effort



10 Questions? E-mail training@democracyforamerica.com

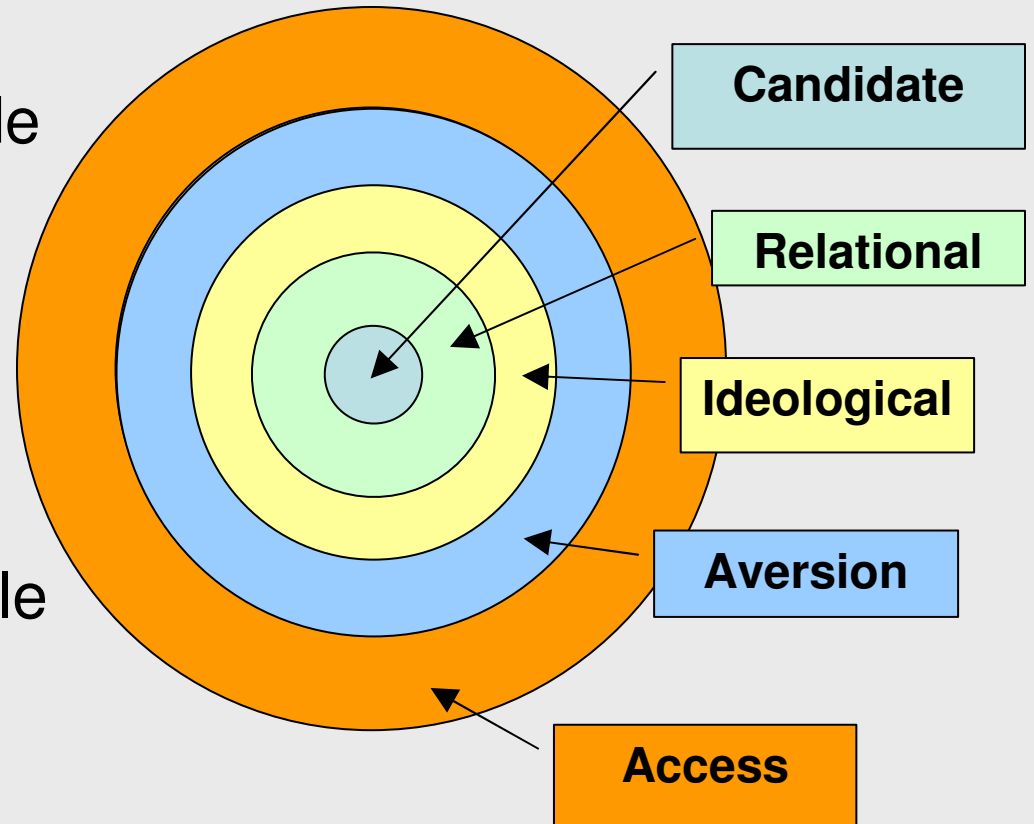


Your Donor Targets

Fundraising from the inside out

- Viability
- Time & Effort
- Growth

People can fall into multiple categories



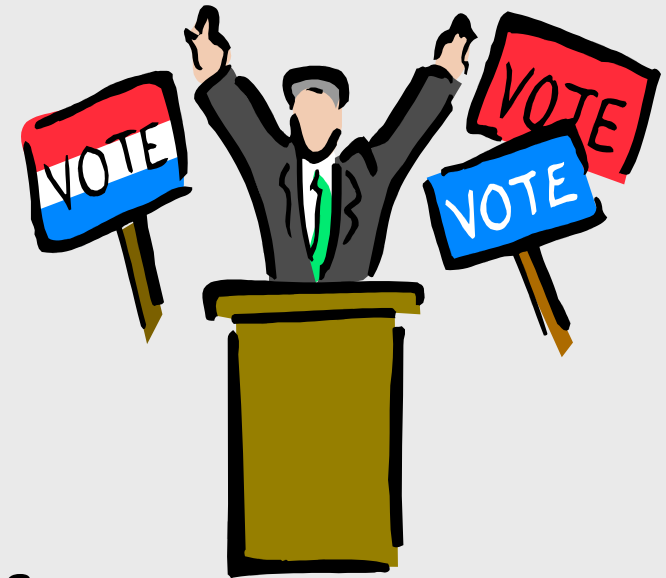
11 Questions? E-mail training@democracyforamerica.com



Donor Motivations: The Candidate

- Candidates often donate to their own campaigns early
- Candidates continue to self-finance until they bring in others

If you don't believe in yourself as a candidate, how can you convince others?

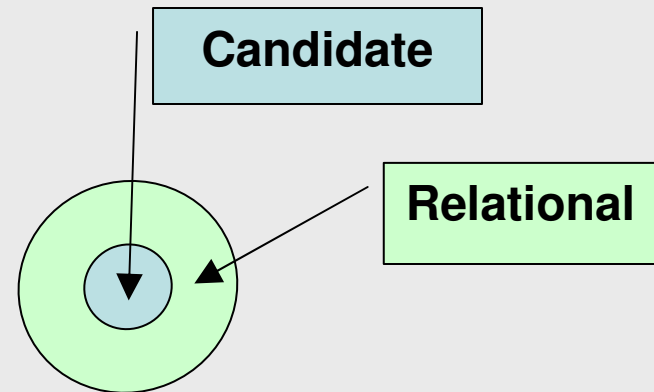


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Donor Motivations: Relational

- Candidate's personal relationships
- These people give because of personal familiarity over ideology or partisanship



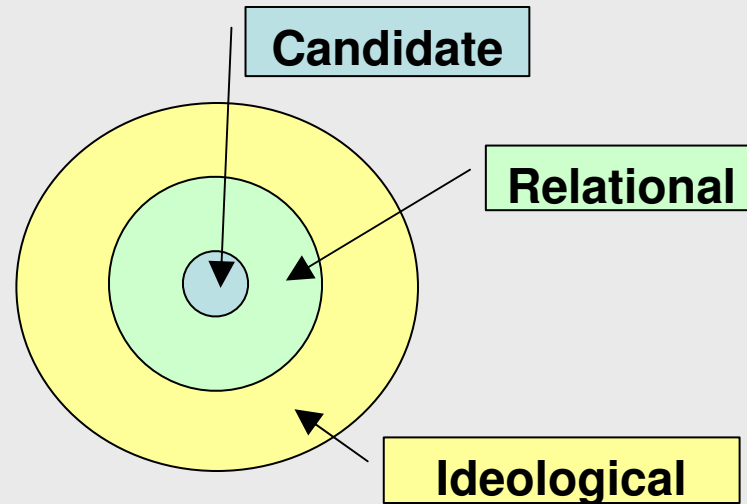
This is an important step in my life. I need to do this and I need your help.

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Donor Motivations: Ideological

- People who are passionate about an issue, a party or a candidate
- They give to candidates that champion their causes



“I knew that if we were willing to sell out the rights of a whole group of human beings because it might be politically inconvenient for a future office I might run for, then I had wasted my time in public office.”

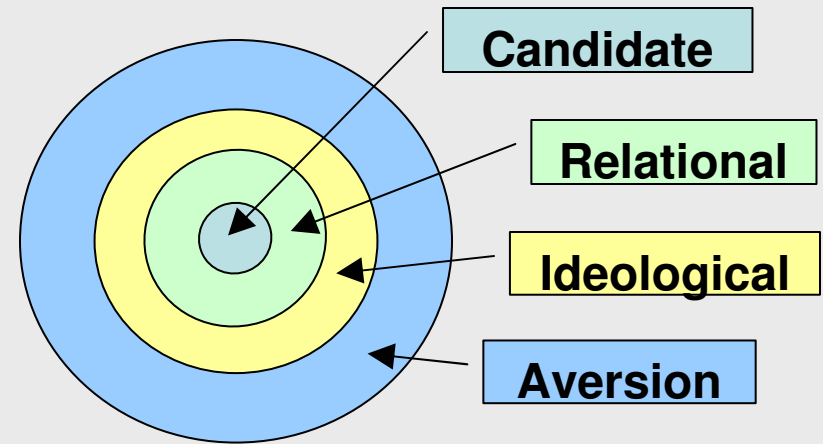
-Howard Dean on civil unions, 2003

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Donor Motivations: Aversion

- People who dislike your opponent or what the opponent stands for
- People give because they fear their interests may be harmed by your opponent's victory



“President Bush failed in the execution of this war, and Senator Lieberman failed to hold him accountable. ...Throughout this war, Connecticut needed a second Senator who would ask the tough questions when it mattered. And, we need one now.”

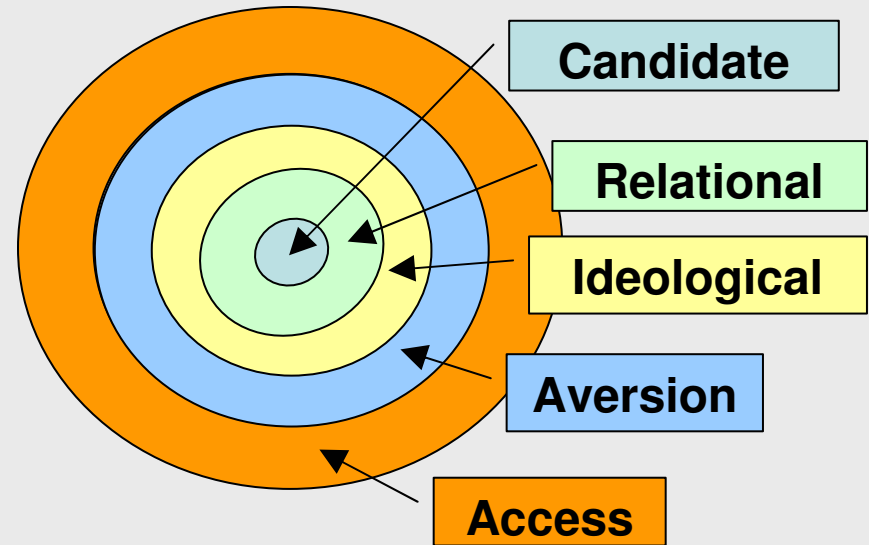
- Ned Lamont, 2006 U.S. Senate Candidate, CT

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Donor Motivations: Access

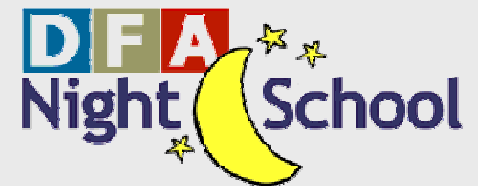
- Usually represent institutional or economic interests
- They want friends in high places



“And when I’m in that Oval Office, you will have a president that cares every day on every issue about the hard-working people of this country, who are in the labor unions, who work hard every day.”

- Dick Gephardt at an AFSCME debate, 2003

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Fundraising Tactics

- Determine which tactics will be most effective for you
- Different tactics have varying costs and returns

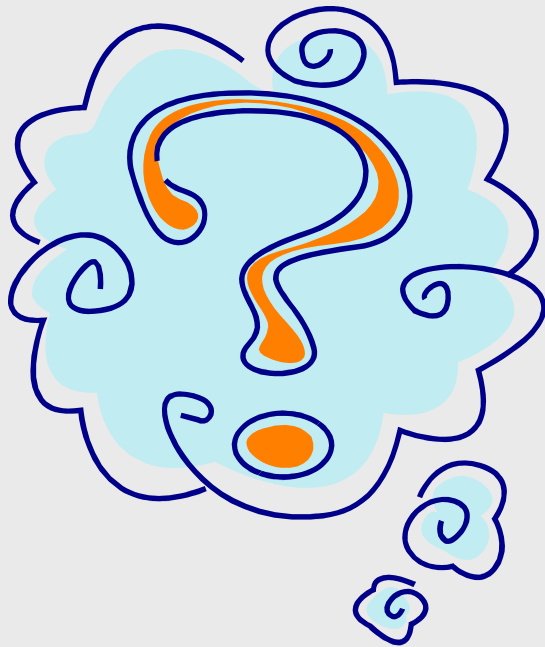
Tactic	Response	Cost (% of return)	Cash Flow	Time	Messenger	Target
Call Time	30%-50%	1%	1-7 days	High	Candidate, Surrogates	Med-High Donors
Events	15%	10%-100 Varies Widely	4 weeks	High	Candidate, Surrogates, Staff	Low, Med, High Donors
Email	0%-5%	<1%	1-2 days	Low	Staff, consultant	Low Donors

- [Click here for the full chart](#)

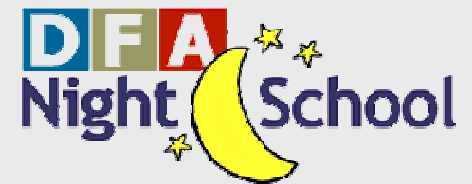
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Listener Submitted Questions



18 Questions? E-mail training@democracyforamerica.com



Homework

List your inner circle of donors

- [Click here for a worksheet](#)

Bonus extra credit!

- Get two people from that list to join next week's call

What's Next...

Join us for the next two Summer Sessions...

Fundraising: Events and Call Time

Tuesday, June 19th – Former Finance Director for Peter Welch (VT-1) and Ciro Rodriguez (TX-23), **Selene Hofer-Shall** & former Executive Director of the South Carolina Democratic Party, **Jay Parmley**.

Fundraising: Online and E-mail

Tuesday, June 26th - ActBlue

20 Questions? E-mail training@democracyforamerica.com



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