

TUESDAY ASSOCIATES

Specializing in grassroots campaigning, direct mail, and fundraising.
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TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 3: Fundraising Call Tips
DATE: August 1, 2006

FUNDRAISING CALL TIPS

Do you know the number one reason people give to a campaign? The candidate asked them!

Success in raising money depends upon your ability to build an orderly program that asks certain people for specific dollar amounts. One of the most productive ways to solicit large donations is through personal contact.

Unless a candidate is self-funding, no candidate is exempt from making large donor calls.

Attitude for Success

If we want to have good government, we have to elect qualified individuals. Republicans believe that a smaller, less intrusive government is best. Thus, we must adequately fund candidates who are willing to sacrifice their time, effort, and energy to represent our values. The only way to elect qualified leaders is to adequately fund the campaigns of these individuals. The people you will be calling understand these principles.

Do you believe in your candidacy? Then others will believe in it also! All you need to do is pick up the phone and call them to ask for their financial support. If you don't ask, they won't give. It is that simple! Here are some tips to aid in your success.

Tips

- Be enthusiastic.
- Never quit asking.
- The more personal attention, the greater the commitment and larger the gift
- Rejection is a reality. Never stop asking.
- If turned down, attempt a compromise.
- Ask for realistic commitments.
- You will never get more than you ask for.
- When soliciting, help the donor feel comfortable. Tell them what their colleagues are contributing.
- Once you have a specific dollar request stay quiet until your prospect speaks. The first one to open their mouth loses the negotiation.
- Listen and listen more. The prospect will most likely tell you their hot button issue.
- Let the donor know you need their help and that he or she is playing a vital role in the campaign.
- Remember that your need is urgent. Give them a reason for the need – Radio/TV spot, GOTV mailing
- Always carry reply envelopes and return cards. You never want to miss an opportunity.

How to Start a Call

"I want to take a few moments to share with you why I have decided to run for ____ and what I hope to accomplish once elected. I also want to hear your concerns and find out what you think we can do make government better."

How to Ask

"I appreciate your time and thank you for allowing me to share my vision for _____. The only way I will be elected is if I can get my message to the voters, which of course is very expensive. I know that you get numerous requests for contribution and I appreciate your generosity to the Republican Party and its candidates. I would appreciate it if you would consider a contribution of \$?? to my campaign. Can I count on you?"

Pointers on How to Handle Objections

- Anticipate potential objections, so that you are prepared to answer them.
- If the objection is weak, ignore it.
- Never argue! Explain and redefine.
- Handle objections as they may come up. React positively. –"I am glad that you brought up this matter . . ."
- Don't let the objection upset the entire presentation. Answer it and return to the main issue.
- Convert the objection into a reason for giving.
- Diminish the objection by listening. If you don't listen, it inflates.
- Often potential donors say they need their spouse's permission. Here's what to say: "Okay, when will you be able to speak to your spouse and how much are you going to recommend."

Tuesday Associates is here to help Republican candidates win! Should you have any questions about how to get donor lists, start a call program or the best way to put a direct mail fundraising program into place, please contact us.

Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours. To receive more emails like this one, contact Ron@TuesdayAssociates.com to sign up and be added to our weekly campaign blast.

Get on the phone; the window of opportunity to make calls and knock doors is passing quickly. Do it now so that you have the financial resources and identified supporters to put your campaign plan into action this Fall!