

>> SLIDE 1



Elevate

Campaign Training

for People with Disabilities

The National Council on Independent Living presents –

POWER Your Fundraising

Presented by: Domonique James

Founder & CEO, Politics with Purpose

>> SLIDE 2

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>> SLIDE 3

Guest Speaker: Representative Jessica Benham, PA-36

Jessica Benham is the State Representative for Pennsylvania House District 36, covering portions of the City of Pittsburgh and its suburbs. Jessica was elected in November 2020 and is serving her first term. As a state representative, she has focused on fighting for access to healthcare, a clean and healthy environment, fair funding for education, and LGBTQ and disability rights.



>> SLIDE 4: Agenda

- Intro
- POWER Fundraising Method, 5 keys to raising money confidently and effectively (even if you're a first-time candidate and never fundraised before!)
- I'm going to teach you as much as I can in the limited time we have together.
- I'll also share my contact info at the end of today's session in case you have additional questions or want to continue the conversation



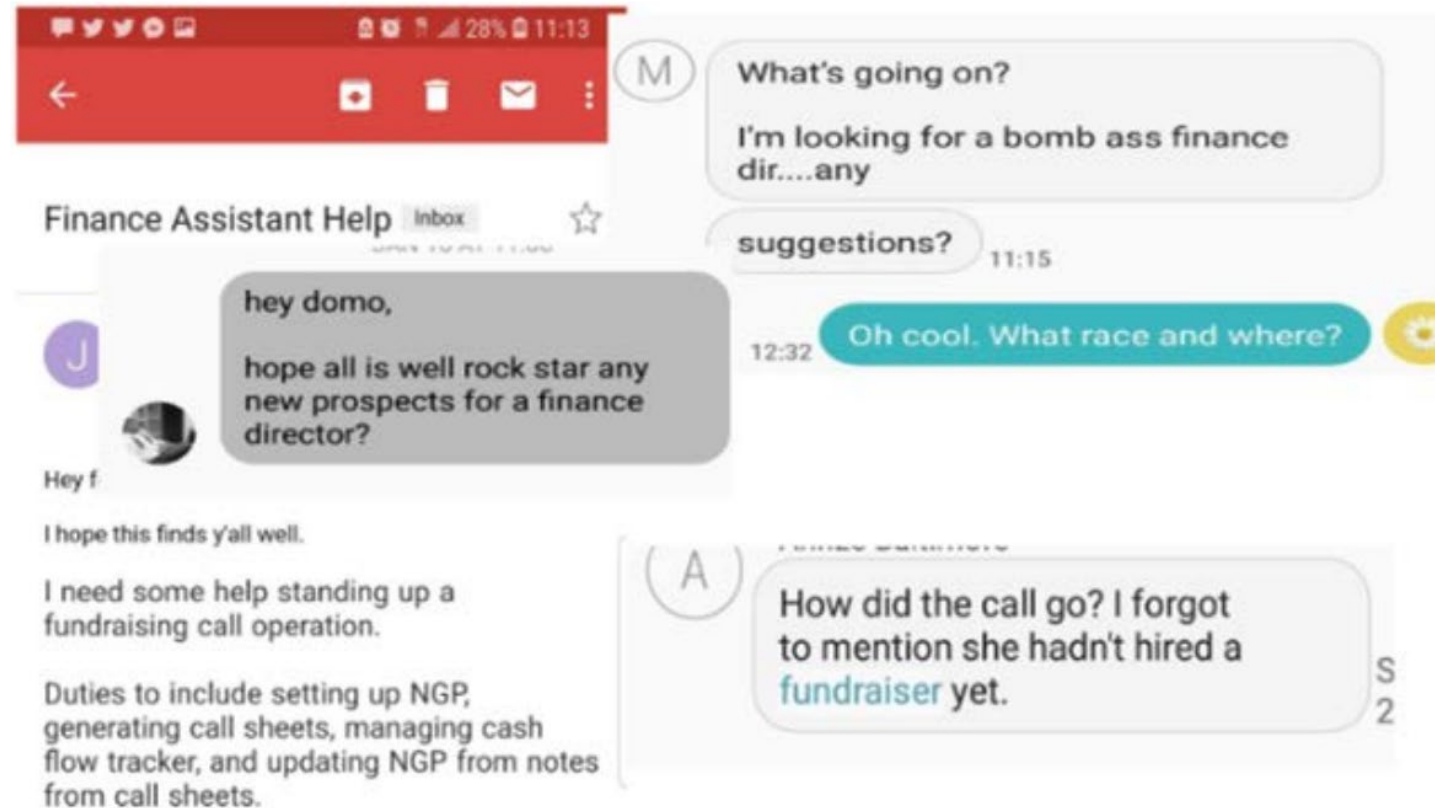
>> SLIDE 5: Hi, I'm Domonique

Domonique James
Founder & CEO, Politics with Purpose

I help Everyday Experts– raise their influence to serve and empower their community and the world.



>> SLIDE 6: You Are Not Alone, Everyone Needs Help Raising Money



>> SLIDE 7: Money Matters

- If your campaign is a car then fundraising is the gas. You want your car to have a full tank of gas so you can go far.
- You need to raise money to get your message in front of the right people, even if you want to run a grassroots campaign.
- Fundraising is about systems and in order for the system to work properly you need the right pieces.

>> SLIDE 8: Mindset Matters Too

- **Where campaigns go WRONG:** Many candidates block their cash flow because of their disempowering thoughts, beliefs, and actions when it comes to raising money. It sounds like:
 - *I don't like asking for help/I don't want people to think that I am weak...*
 - *"Only some people are good at it..."*
 - *I feel like a fraud/No one will support a candidate like me...*
 - *I don't want to focus on money, I want to run a "grassroots" campaign...*
 - *I don't like asking for money for myself/it's easier to ask for money for other people*

>> SLIDE 9: Mindset Can Magnetize Money

- Your experience is EXACTLY what qualifies you
- You need to realize that money is not your enemy but rather a tool for you to use (who likes an empty tool kit?)
- You need to bring your personal mindset and beliefs about money into harmony with everything you need to do to be an effective candidate and have a winning campaign.
- You must ask and seek out people with the skills or solutions you need
- You gain confidence through experience, not logic. The best way to conquer any fear is to do the thing that scares you.

>> SLIDE 10

P.O.W.E.R

>> SLIDE 11: Personal Story

Where campaigns go WRONG: Many campaigns block their cash because they never take the time to thoroughly map their network. They underestimate the power of their personal story and never identify their unique donors in the beginning and then hit fundraising walls when it matters most.

>> SLIDE 12: Personal Story

YOU CAN GET IT RIGHT: There is power in your personal story.
You are the secret sauce

- Fundraising is about networks. It's not just the people you know but also the people that they know, etc.
- Invest time in reviewing your ENTIRE personal story.
- You will find people and stories you need to launch your initial fundraising list

>> SLIDE 13: Organize Your Contacts

Where campaigns go WRONG: Many campaigns block their cash because they are disorganized and don't have a system or process to collect and manage their contacts.

>> SLIDE 14: Organize Your Contacts

YOU CAN GET IT RIGHT: Get organized and build your rolodex.

- Export contacts from email, social, yearbooks, other sources.
- Remember business cards and lists from professional and community groups.
- Consolidate that information into one place, clean up the data
- Make sure it's easily accessible, consider investing in a fundraising system.

>> SLIDE 15: Write A Fundraising Plan

Where campaigns go WRONG: Many campaigns block their cash because they do not have a plan to raise money.

>> SLIDE 16: Write A Fundraising Plan

YOU CAN GET IT RIGHT: Plan your fundraising, a living, breathing document for how, when, and from whom you will raise the money you need. Your fundraising plan supports the campaign budget and overall campaign strategy.

- Make a decision to run early.
- Identify strengths/challenges/opportunities/support needed
- Set low, mid, high raise goals, rolodexing helps you do this.
- Determine the best tactics to achieve those goals (call time, events, online, email, text, virtual, fundraising committees, etc.)

>> SLIDE 17: Effectively Ask For Money

Where campaigns go WRONG: Many campaigns block their cash because they are saying the wrong things to the right people.

>> SLIDE 18: Effectively Ask for Money

YOU CAN GET IT RIGHT: You need to frame your ask in a way that motivates people to open their wallets.

- **I** - identify your shared **issue** with the donor when you introduce yourself
- **W** - explain **why** you are the best candidate and how you can win
- **I** - ask for a **specific dollar amount to invest** in your campaign and how their contribution will make an impact
- **N** - walk the donor through **next steps** and when you need them to take action

>> SLIDE 19: Raise Money

Where campaigns go WRONG: Many campaigns block their cash because they don't take action on their plan or inconsistently focus on fundraising.

>> SLIDE 20: Raise Money

YOU CAN GET IT RIGHT: Go raise money.

- You are the hero in this story. You are your best fundraiser.
- Money moves when you do, dedicate consistent time to fundraising activities, especially call time!
- The more you are in action, the better you can gauge whether your fundraising plan is effective.
- Prioritize fundraising early and create your money team to help you. You will need help with research, saying organized, following up, hosting events, staying focused

>> SLIDE 21

P.O.W.E.R

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