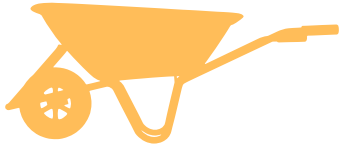


Who are the Best Donors?



Imagine you need to raise \$20k for a local campaign to be competitive. You can think of an empty wheelbarrow to represent this fundraising goal.

If you had to fill this wheelbarrow, which tool would you use— a spoon or a shovel?

You could fill the wheelbarrow with a spoon without breaking a sweat, but it would take you all day.

A shovel would be more effort, but it would take only about a dozen scoops to fill the wheelbarrow.



Option #1 - Find small donors who each give \$100. Using the spoon approach, **you'll need 200 donors** to fill the wheelbarrow.



Option #2 - Find major donors who each give \$2,000. Using the shovel approach, **you'll only need about 10 donors** to fill the wheelbarrow.

Why Major Donors?

Time is the one thing that's finite in a campaign. The more time you spend fundraising, the less time you can spend talking to voters.

It takes just as much time to ask someone for \$2,000 as it does to ask someone for \$100—just as bending down to scoop with a spoon takes about the same time as using a shovel.

Here's the other truth. In fundraising, not all shovels are the same size. You can ask for a range; for example, *"I'm asking 15 families to partner with me with a campaign donation ranging from \$1,000 to more than \$10,000. Will you be one of the 15 donors who make this happen?"* Some donors will come in higher than you expect and help fill that wheelbarrow faster.

To start fundraising for a campaign, focus first on major donors. Just a few dozen donors can fund most local or small campaigns.

Types of Potential Donors

- 1 Previous Donors.** If the candidate has run before, start with previous donors. Previous donors have the highest response rate. Even if the donor gave a small donation in the past, the candidate can ask for more. Make the ask using the range and let the donor decide. Expect 2 out of 3 previous donors who are asked to give again.
- 2 Friends and Family.** These folks know the candidate best and want to see them succeed. Expect about 1 out of 3 friends and family asked to come through with a donation.
- 3 Known Political Donors.** These are people in the district who are known to give politically but have never given to the candidate. Expect about 1 out of 4 to give when asked directly by the candidate.

The Bottom Line:

Major donors give over 80% of all the money raised on most campaigns. For successful fundraising, find major donors and make the ask.

Fill your wheelbarrow with as few scoops as possible.