

Winning Edge #46 – The 10 Call Rule: How 1 Hour a Week Transforms Fundraising

This is Trevor Bragdon with Commonwealth Partners' *The Winning Edge*: Tips to help conservatives persuade and win.



“You don’t have to be great to start, but you have to start to be great.” This powerful quote from legendary sales trainer Zig Ziglar captures the essence of successful fundraising for any political campaign.

If you’ve worked in sales over the past few decades, you’re likely familiar with Ziglar. Growing up in rural Mississippi, he started as a door-to-door salesman and pulled himself from poverty through disciplined effort, not quick tactics or slick gimmicks.

One of Ziglar’s core principles was that persistence matters more than perfection. He discovered that salespeople who made a consistent number of calls daily were far more likely to meet their goals than those waiting for the “right time” or motivation. These consistent performers also developed better customer relationships through regular interaction.

Fundraising operates on the same principle. Too often, candidates delay fundraising until election years, creating two significant problems:

- Skills get rusty during off-years
- Opportunities to build a war chest are missed

The money you raise in off-election years provides numerous downstream benefits: better planning, advance purchases, early printing, and most importantly, peace of mind.

The 10 Call Rule

Here’s the good news: you don’t need to make calls every day. The 10 Call Rule is simple:

1. Block one hour each week specifically for fundraising
2. Commit to making 10 phone calls during that hour

That’s it. Just one hour and 10 calls, consistently.

Implementing the System

Start with previous donors to your campaign. Reach out for a brief conversation updating them on the legislative session, then make a specific ask for their support. After making your request, pause and wait for their response.

If they say yes, follow up immediately: "Thank you so much. Would you like to make that gift with a credit card or debit card?" You can process the donation right then through your campaign website. If they don't have their card handy, text them the donation link and follow up in a few days if the contribution hasn't come through.

The Power of Consistency

By making just 10 calls every week, you'll complete hundreds of calls over the year between initial outreach, callbacks, and follow-ups. You'll never need to scramble to fundraise again. Instead, you'll steadily build your campaign fund while strengthening relationships with supporters.

Think about it - by this time next year, you could have all the money you need to win and stronger donor relationships.

Your Action Step

Take two minutes right now. Pull out your phone and find a time next week to block one hour for making your 10 calls. Set it as a recurring event and protect this time.

Try the 10 calls a week for 10 consecutive weeks, and you'll be amazed at how much you've raised.

Remember Ziglar's wisdom: "You don't have to be great to start, but you do have to start to be great."