

# The 10-Call Rule

## How 1 Hour a Week Transforms Your Fundraising

**“You don’t have to be great to start, but you have to start to be great.”** This quote from legendary sales trainer Zig Ziglar captures a truth of successful fundraising for any political campaign. You’ve got to start to have great fundraising.

If you’ve worked in sales over the past few decades, you’re likely familiar with Zig Ziglar. He grew up in rural Mississippi and started as a door-to-door salesman. He worked his way out of poverty through disciplined effort, not slick tactics or gimmicks.

One of Ziglar’s core principles was that **persistence matters more than perfection**. He found that salespeople who made a consistent number of calls each day 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 this same principle. Too often, candidates and legislators delay fundraising until election years, which creates two big problems:

- Skills get rusty during off-years.
- The chance to build a war chest is missed.

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



## 10-Call Rule: Why it Works

Here’s the good news: you don’t need to make calls every day like a salesperson. **You can have great fundraising with only 10 fundraising calls a week.**

### It’s Simple

The 10-Call Rule is simple:

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

That’s it. Just one hour and 10 calls each week.

### Getting Started

Start with previous donors to your campaign. Reach out for a brief conversation and update them on the legislative session, then make a specific ask for their support. After you ask, 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 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 it hasn’t come through.

## 10-Call Rule in Action

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.

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.

Think about it—by this time next year, you could have all the money you need to win and a stronger relationship with donors.

## Sample Call Script

After 2-5 minutes of small talk, say:

*"I know you are busy, but I just wanted to take a minute to update you on the session and my campaign."*

*"Last year, the Left dumped over \$4 million into a single Pennsylvania House race. They'll do it again."*

*"But this time, we're ready. We are organized, focused, and determined to take back the majority. We're just **one seat away**, and we're not waiting until next year to fight back."*

*"Right now, we're pushing for school choice scholarships to give families more options, energy reforms to lower costs and get Pennsylvania out of RGGI, and real government efficiency—cutting waste and bureaucracy just like President Trump is fighting for."*

*"But with Democrats in control, these efforts are stalled. They'd rather protect the status quo than make government work for the people."*

*"We need to win. And winning takes money. That's why I'm raising now."*

*"Let's take back the House and get Pennsylvania back on track."*

### **Ask for a range:**

*I'm looking for 30 committed supporters to step up with a donation between \$1,000 and \$10,000. Will you be one of them?*

### **Ask for a specific amount:**

*Will you support my campaign with a donation of \$2,000?*

**[Pause, don't speak, and wait for the donor to respond]**



# 10-Call Rule: Tracking Your Weekly Progress

Week # \_\_\_\_\_

	Name	Phone #	Called?	Follow Up #1	Follow Up #2	Follow Up #3
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

## The Bottom Line

Remember Zig Ziglar's wisdom: "You don't have to be great to start, but you do have to start to be great." Start this week and make 10 fundraising calls. Try this for 10 weeks, and you'll see how persistence matters more than perfection.