

# Create a Fundraising System, Not a Goal

## The Common Pain Point

Have you ever had a task you kept putting off? Then when you finally did it, you realized it took way less time and wasn't nearly as bad as you imagined? Fundraising feels like that for most candidates.

## The Reality Check

In reality, 50 to 100 hours of focused fundraising over a year is usually enough to raise what you need to win. The hard part? Getting started. But how do you actually get to those 50 to 100 hours?

## The Solution: Systems-First Approach

The common advice is to set a goal. Something like, "I will raise \$50,000 by July 1st." The problem is that goal is so far off that it doesn't give most people the motivation to get going in January. Instead of a goal-first approach, **try a systems-first approach**. This idea comes from Scott Adams, who says, "If you do something every day, it's a system. If you're waiting to achieve it someday in the future, it's a goal."

How do you move from a goal to a fundraising system? Think about the inputs—the activities that actually result in money being raised. Turn those activities into weekly, achievable rituals.

GOAL	SYSTEMS	ACTION
	<b>10 Calls a Week</b>	Commit to at least 10 fundraising phone calls each week. Some weeks you might do more, but other weeks when session and work get busy, you'll still make progress with just those 10 calls.
<i>Raise 50k by July 1st</i>	<b>1 Hour a Week</b>	Schedule an hour or two each week for fundraising. You can block an hour on your calendar, say every Tuesday and Thursday, and you make calls, send fundraising emails, and set up events.

## The Results

### Each week you stick to your system, you're winning.

The calls and hours add up quickly. What's painful to do in January becomes easier in February. By March, you're making way more progress each week than you imagined at the start.

Here's what's great about any system, whether it's 10 calls a week or 20 calls a day: *it changes the way we think about ourselves*. With a systems approach, the activity becomes part of your identity. You become a "good fundraiser" because you fundraise consistently.

## Larger Campaigns?

If you're a statewide candidate or need to raise more than \$250k, the reality is a weekly system won't be enough.

**You'll need a daily fundraising system instead. Focus on either one hour a day, or 20 calls a day to start.** It's a heavier lift, but the stakes are higher, and so is the pool of donors who need to hear from you.

For more tips on Fundraising:

[10-Call Rule](#) or [4 Steps to Start Your Fundraising](#)

## The Bottom Line

This January, build your fundraising system. Pick either a time each week or a number of calls you'll make, and do it every week. By summer, you'll be one of the best fundraisers.