

## SWING LEFT TIPS & TRICKS

# Hosting a Swing Left Fundraiser

This document is taken from our full fundraising guide. [Check out the full guide](#) to learn more.

## What to Know Before You Start

- Before primaries, **Swing Left raises money in advance, for the eventual Democratic nominee in each of our targeted races.** Democratic candidates get the money right after they win their primary. After the primary, Swing Left raises funds directly for Democratic nominees.
- **Start by setting up a [personal fundraising page](#).** This will let you track how much your event has raised.
- Check out our [campaign finance 2-pager](#) for guidance on event contributions and expenditures.

## Setting Up Your Event (Use THIS link to officially set up your event)

Ready to set up your event on Mobilize?

Create event

- **Start now.** Planning an event takes time—give yourself at least a month.
  - Depending on the size of your event, get a host committee of several people who will throw the event together and invite all of their friends, too. Delegate tasks like securing space and providing food.
  - The host committee should raise a certain amount of money, or match whatever is raised at the event or at least matched up to a certain amount.
- **Start by choosing a venue.** Your home is a great, easy spot. You can also rent a restaurant, coffee shop, bar, yoga studio or other commercial space as long as you pay for everything and don't receive any discounts that wouldn't normally be extended to paying customers! Don't forget reservable public venues like community halls, libraries, or parks, either.
- **Think about any other expenses** associated with the event, like food, drinks, or audio and video equipment. If you're receiving anything as an in-kind donation or receiving any discounts for items you purchase, you'll have to fill out some paperwork. Check out our [campaign finance 2-pager](#) to find out more.

- **Hold the kind of event that you think will be fun.** Think of it as a party more than a fundraiser. Think of an activity many people would enjoy: a dance-a-thon, a fashion show, an auction, a beer brewery tour, a wine and cheese tasting—your natural enthusiasm will carry the day! One Swing Left volunteer held a “fund-rager” to channel their anger about the Republican agenda.
  - Raffles and auctions sound fun, but are actually really challenging to set up and require getting through some pretty significant legal hurdles. For example, materials and labor must be reported as in-kind contributions and the highest bid must be reported as a contribution as well. We recommend exploring the other awesome, creative ways to raise money and get people excited about your fundraiser.
- **Spread the word!** Tell your friends, family, co-workers, and invite people from other local progressive groups to join. As you book more people, guests, or speakers, re-share your event on social media.
  - You can make information about the event tied to securing a donation. Don’t give out details like the address or start time until someone has signed-up and donated.
  - Tag Swing Left in your post (we’re on [Facebook](#), [Twitter](#), and [Instagram](#)) and include the hashtag #SwingLeft and we’ll try to help promote. Include local Swing Left accounts, too.
- **Ask people to donate BEFORE the event.**
  - Set donation levels. The only difference in the levels will be the title, but sometimes that’s all you need to motivate someone to give a little more. Recognize donation tiers on name-tags or with buttons and stickers. Alternatively you can specifically recognize your highest tier of donors during your programming. (E.g.: *Less than \$50: Bronze; \$51–\$100: Silver; \$101–\$200: Gold; \$201–\$500: Platinum, \$500+: Diamond*)

## Resources for Your Event

- **To collect contributions at the event**, once people are gathered in one place there are three easy ways to give:
  - **Laptop or Tablet.** Online donations can be collected easily by having people check in at a computer or tablet during your fundraiser. Remember to pull up your personal fundraising link so that you can track your progress!
  - **Smartphones.** At an appropriate time during your fundraiser, you can tell everyone to take out their phones and go to your customized Tracking URL to submit their contributions.
  - **Checks:** Each individual donating by check must follow the instructions and [fill out this form](#)
  - It is prohibited to accept contributions in the form of cash or other cash transfer applications (e.g. venmo)
- **Sign-in sheet:** [Print out a copy](#) for guests to share their contact information at your event
- Are you or someone else spending any money or contributing anything of value to support your event? Track your expenses and send this completed [in-kind contribution form](#) to us ASAP.