

Person-to-Person Asks to Raise Money for Campaign Funds

One of the most effective ways to fundraise is to ask people you already know to contribute. Whether you are asking your family, friends, or co-workers, following the steps below can help you maximize the contributions you can get from people.

- **Set a goal:** Your goal should be reachable, but challenging. It should account for the number of people you are going to ask, as well as when the election is. As you raise more money, you should also make your goal public so people can join you in meeting it.
- **Make a list:** Make a list of people you are going to ask for money, along with how much you are going to ask them for, and how you are going to ask them. For example, are you going to call your friends on the phone? Email everyone and then follow-up with a phone call? If you're going to ask someone for a large donation, an in-person ask will be most effective—take the person out for coffee, drinks, or a meal. [Use this worksheet](#) to help you make a list of who you will ask for money.

Your list should reflect your goal. For example, if you set a goal of \$1,500, are you going to ask 15 people for \$100 dollars? Is there someone you can ask for \$500 dollars, with the other \$1,000 coming from 15 to 20 other people?

- **Make it personal:** It might be obvious to you why you have decided to fundraise with Swing Left and why someone should donate, but chances are the person you are asking for money doesn't know why it's so important to you. Explain it to them! Are you worried about people losing their health insurance? Do you get angry when you hear about children being separated from their families at the border? Whatever your reason is, tie it to why having a Democrat in that seat is so important.
- **Make a case statement:** When people give money to a cause they want to know how their donation will make a difference. In Swing Left's case, we have a unique answer. We can raise money for eventual Democratic nominees before the primaries, and give it to the Democratic nominees after they win the primaries. We're fundraising for some of the most important races in the country that will help us flip the White House, Senate, and key state races critical to stopping unfair Republican gerrymandering.