



## Take Action: Fundraising for a Feminist Student Government Campaign

Every successful campaign needs money. Many people are uncomfortable with fundraising, but one important thing to remember is that you are asking people to make an investment not just in you, but in their campus community. Before launching your campaign, research past student government campaigns to determine how much money other candidates raised and spent. Use this information to develop a budget for your own campaign. Categorize your budget, including sections for advertising, promotional materials, campaign materials, and special expenses. Once you know how much money you need, use the following guidelines to determine how to meet your fundraising goal!

**Brainstorm a list of potential donors to your campaign.** Beside each name on your list, put a target ask amount—how much you think that person will reasonably be able to donate to your campaign.

### Potential donors include:

#### *YOU!*

In order to show people that you are serious about running for student government and that you believe you have a solid chance of winning, you have to be willing to invest in yourself by putting in some of your own money.

#### *Close Friends and Family Members*

Approach the people in your life you usually go to for advice and support first. Your parents, your roommate, and other close family members and friends are examples. They can provide you with enough money to get things started and show future donors that you have support.

#### *People in Your Social and Professional Network*

List the people you interact with on a daily or weekly basis. Solicit members of student organizations, sororities, sports teams, workplaces, or academic departments in which you participate. If they are interested in helping your campaign, ask them to solicit their own social networks for donations.

#### *Allied Organizations and Groups*

Think about progressive student organizations, local feminist organizations, and other groups that stand to benefit if you win a seat in student government, or that have an interest in training feminist political leadership. Talk with the leaders of these organizations about attending a meeting to make your pitch for donations, or ask them if you can have their member list so you can contact each person individually.

### Tips for asking for money:

- Don't be timid! The biggest hurdle to raising money is being afraid to take a risk and ask.
- Have a target amount in mind for each potential donor. Don't be afraid to ask high. If they refuse, you can always lower the amount for which you are asking.
- Show potential donors your budget and let them know exactly how you plan to use their money. Be honest with them about how much you have raised so far.
- During your pitch to potential donors, remember to emphasize why you are running for office and what you hope to accomplish while serving in student government.
- Always ask donors to suggest other people they think might contribute to your campaign—especially if they cannot donate themselves.
- Send thank you notes—preferably handwritten—to each of your supporters.

### Other Fundraising Options:

#### *Fundraising Events:*

Because of high overhead, events are not always the most effective way to raise money for a campaign. If you do choose to do an event, make sure you have a tight budget, and only spend 8-10% of the amount you hope to raise through the event. Get as much as you can donated for the event—for example, space, food, etc.—to reduce overhead costs.

#### *Website Solicitation*

If you have a campaign website, make sure you can take donations over the web.