

Fundraisers: A Comprehensive Checklist

Want to support a candidate for office, but don't know where to start? Hosting a fundraiser is a great way to raise financial and political support for a top-notch future lawmaker!

The Candidate

Fundraisers can benefit one or more candidates for multiple districts or offices. Multi-candidate fundraisers are often organized around something the candidates have in common: maybe they're running as a ticket, maybe they're all supporters of a particular industry, or maybe they're all champions of a particular issue.

If you decide to host a fundraiser for multiple candidates, there are a few things you should consider:

- Do the candidates know one another already, or will they need to be introduced?
- Do the candidates have a political history with one another? Is it a friendly history, or is there "bad blood" that you need to be aware of?
- What's the common thread that ties them together? Is there an issue that they're united on? Are they all representing the same district?

Host Committee

Once you know who you're going to fundraise for, you need a host committee. This is a group of folks who are willing to put their name on the event, thereby showing their support for the candidate(s).

Who you choose as the host committee is a good way to signal which groups support the candidate without putting the groups' names on the event. For example, even though a county Farm Bureau can't fundraise for a candidate, every member of the county Farm Bureau board could serve on the host committee, sending a strong – but implied – message that the agriculture community supports that candidate.

And, if someone agrees to serve on the host committee, it's usually expected that they'll contribute to the candidate financially as well.

Location

Once you know who you're supporting and who will help, you need to decide the best place to hold the fundraiser. And this doesn't necessarily mean the venue, but rather the geography: where is the best place in the state to hold this event?

As a grassroots membership organization, it will almost always make the most sense for you to host fundraisers in the district the candidate represents, since one of the big advantages you can offer the candidate is the chance to meet a large group of his or her future constituents. But even then, some districts can be rather large as well. Choose the place that's most convenient for your invited guests, your candidate, and yourself.

Guests

And speaking of guests... let's talk about who to invite!

There are really three kinds of people you want to see at a fundraiser:

- People with money, who are willing to support the candidate
- People with opinions, who can be convinced to vote for the candidate
- People with influence, who will tell others about the candidate

A fundraiser can serve several purposes for a candidate. First and foremost, of course, is to raise money for future campaign expenses. But it is also a chance for the candidate to meet people, live and in-person, to discuss his or her priorities and vision for the office. A guest who is on the fence as to who to vote for may be swayed by a candidate's good performance at a fundraising event. And finally, the impression that candidate makes on these guest will then be shared as the guests go into their communities and circles of friends.

What should the invitations look like?

Invitations should be a one-page flyer that you can distribute via email. The invitation should list the host committee, the candidates, and all the event details (place, date, and time). If you can include a photo of the candidate, even better!

Make sure that the candidate's committee name is on the invitation, since that's who checks should be written to. The invitations should also have a disclaimer at the bottom listing the maximum contribution amounts for each candidate.

Virtual Events

Whether it's a global pandemic or a particularly busy time of year, sometimes it just isn't practical to hold an in-person event. All of the guidelines here apply to virtual events, too! Just make sure that you have a user-friendly video conferencing platform (Zoom or Microsoft Teams work well), and set up an online meeting. To accept donations, ask the candidate to provide a link to a website or a mailing address to which contributions can be sent.

Because the virtual event doesn't lend itself well to mingling and conversation, you'll want to assign someone to serve as the moderator. The moderator should introduce the candidate, let him or her tell a little about themselves, and then launch into a more detailed Q&A session. You can accept questions from the audience or not, but just make sure that there's enough content to fill about 40 minutes. You don't want a lot of long, awkward pauses!

The Party!

Now starts the easy part – the party details! Like any event, you want to make this one where guests feel welcome, comfortable, and entertained.

Most campaign fundraisers are drop-in or open house. Give guests a time range and expect that they will trickle in and out as they are able. This also makes the even more relaxed and allows the candidate to mix and mingle with everyone who stops by.

It's also most common to hold events in the evening or during a "happy hour" timeframe (i.e., from 5:00 to 7:00 pm). But I've also been to extremely successful breakfast-hour fundraisers that allowed us to drop in before the work day started! Be creative and do what works the best for your candidate, location, and guests.

Here are some other things to consider:

- **Venue:** Find a place that can accommodate the appropriate number of people, has convenient parking, and is easy to find! This doesn't have to be anyplace you might consider "fancy" or formal. Often, these events are held in people's homes or the local watering holes. Pick a place that makes sense for you and your group. Also, when working with a venue owner, make sure to disclose that this is a political event. Some businesses want to steer clear of making political statements, and you don't want to blindside them on the day of.
- **Decorations:** Every good party needs a little décor. Feel free to make your fundraiser as flashy as you'd like, as long as it's within the confines of what the venue allows.
- **Food & Drinks:** It's definitely a good idea to have food available for your guests! Remember that they will be standing almost the whole event and will be talking, shaking hands, and otherwise interacting with people. Choose something that's easy to eat without utensils, can be held in one hand, and isn't messy. And remember, you're not feeding them a meal. Err on the side of less food rather than more, because you'll have to take home the leftovers.
- **Order of Show:** Even with an open house format, it's sometimes beneficial to give candidates a set time to address the crowd. This gives them the opportunity to give their stump speech and make sure that they can. Check with the candidates to see if they want the chance to speak. Pick a time during the event for the speeches to take place, and assign a host committee member to introduce the candidates to the audience. If you're going to set aside time for Q&A after the speech, it's a good idea to "plant" one or two questions with host committee members to get the crowd started.

Should there be alcohol?

It's common for alcohol like beer and wine to be served at a fundraising event, but it is by no means necessary!

It's up to you to decide what is appropriate for your event. Make sure the candidate is comfortable with it before you serve. Also consider your target audience: if it's largely a group who would not appreciate the presence of alcoholic beverages, then it's best not to have them around. And of course, make sure it's allowed at the venue.

The Money

Don't forget the most important part of the night: getting people to write a check!

At the fundraiser, there should be a container in which guests drop off their contribution – a basket or a box work great. Have one box for each candidate, labeled with his or her name. Display them in a prominent place, and have pens and blank envelopes available for folks who need them. Because election law also requires certain disclosures, you should also have a form available for contributors to fill out, in case they need it. The form should ask for:

- Contributor's Name, Address, and Phone Number
- The contributor's employer and occupation

Checks should be made out to the campaign committee. At the end of the evening, someone on the host committee should tally how much money was raised for each candidate, and should hand all the checks to the candidates to take home.

You're a Contributor Too!

The money spent on invitations, food and drink, décor, and anything else to facilitate a fundraiser counts as a contribution to the campaign. Keep good track of your receipts so that you can report to the campaign committee the exact amount you spent! If there are multiple candidates at your event, divide the total and report equal amounts to each campaign.

Because of this, it's wise to have one person in charge of paying for all things event-related. That way, there's only one person who has to report the event-related expenses.

And remember: the Farm Bureau cannot pay for these expenses. All of the costs of holding the event should be personal contributions from the host.

Checklist & Notes

Candidates

Host Committee

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Location: _____

Invitations Created

Party Details

Date & Time: _____

Venue: _____

Menu: _____

Day Of

Basket for Checks

Pens, Envelopes, and Contribution Forms

Time set for Candidate to speak

Event expenses calculated

Sound equipment checked, if Candidate is speaking

Samples & Examples

Invitations

HOSTS
Kevin Rogers | Stefanie Smallhouse | John Boelts
Chelsea McGuire | Ana Kennedy-Otto

INVITE YOU TO A MEET AND GREET WITH

Sine Kerr

**CANDIDATE FOR ARIZONA HOUSE
OF REPRESENTATIVES IN LEGISLATIVE DISTRICT 13**

**THURSDAY, JUNE 29, 2017
4:00 P.M. - 6:00 P.M.**

ARIZONA ROCK PRODUCTS
916 West Adams Street, Phoenix, Arizona 85007

SUGGESTED CONTRIBUTION - \$250 PER COMMITTEE

PLEASE RSVP BY JUNE 26TH TO
CHELSEA MCGUIRE, CHELSEAMCGUIRE@AZFB.ORG
OR CALL (480) 635-3602

Paid for By: AG PAC
of the Arizona Farm Bureau
and authorized by Vote Kerr

Bas & Gigi Aja
John & Christine Augustine
Jim Boyle
Patrick Bray
Craig Caballero
Cheryl Goar
Art Heiden
Les & Dugi Heiden
Robert Hutton

Jay Kaprozy
AnnaMarie Knorr
Chelsea McGuire
Cindy & Larry Pearson
Earl Petznick
Ron & Heather Rayner
Kevin & Janel Rogers
Will & Leslie Rousseau
Paul Rovey
Jeff Sandquist

Bill Sawyer
Frank & Cindy Shelton
Nick Simonetta
Stefanie Smallhouse
Dan & Karen Thelander
Don Waltemeyer
Western Plant Health
Association PAC
Lloyd Yother

Invite you to join us for an evening in support of our

Saddles & Shovels

Legislative Team

Senator Sine Kerr Representative David Cook Representative Tim Dunn

Wednesday, May 16, 2018 • 5-7pm
Phoenix Country Club
2901 North 7th Street • Phoenix, Arizona

RSVP to AnnaMarie Knorr aknorr@wga.com or call/text 602-451-0658
Suggested Contribution of \$100 per candidate.
Maximum contributions are \$500 per individual or \$10,200 per couple and
corporate contributions are prohibited by law.

Vote Kerr
www.votekerr.com
P.O. Box 1302
Buckeye, AZ 85326

David Cook for State House
www.cookarizona.com
P.O. Box 871
Globe, AZ 85502

Tim Dunn for AZ House
www.timdunnaz.com
6324 E Telegraph Street
Yuma, AZ 85365

FLIP LD4 **RED**

VIRTUAL FUNDRAISER *with* CANDIDATE JOEL JOHN



SPECIAL GUESTS:

SEN. SINE KERR, LD-13
REP. WARREN PETERSEN, LD-12
DREW SEXTON
State Director, Trump Victory
BUTCH KUENTZLER
President, Estrella Conservative
Republican Club
CHRIS ESCOBEDO
LD4 Field Organizer, Trump Victory

Come hear from Joel John,
candidate for State Representative,
and Arizona Republican leaders on
this key race and help us raise funds
to flip this seat red!

\$25 MINIMUM DONATION REQUESTED
DONATE ONLINE AT JOELJOHN.COM



**JOEL
JOHN**
for Arizona State House | LD4



DATE: WEDNESDAY, APRIL 22, 2020
TIME: 6:00-7:00 PM

RSVP to joy@theresolute.group

ZOOM LINK PROVIDED UPON RSVP

PAID FOR BY JOEL JOHN FOR HOUSE LD4

JOHN AND AMANDA HART

ALONG WITH HOST COMMITTEE

TRAVIS RIGGS

PHILIP BASHAW

RICHARD SEARLE

TEDD HAAS

INVITE YOU TO JOIN US IN AN EVENING IN SUPPORT OF

DREW JOHN

CANDIDATE FOR STATE SENATE IN LEGISLATIVE DISTRICT 14

WEDNESDAY, JULY 25, 2018

RECEPTION - 5:00 TO 7:00 PM
4290 EAST MOSER ROAD, WILLCOX, AZ

SUGGESTED CONTRIBUTION \$250
MAXIMUM CONTRIBUTIONS ARE \$5,100 PER INDIVIDUAL
OR \$10,200 PER COUPLE.
CORPORATE CONTRIBUTIONS ARE PROHIBITED.

CHECKS CAN BE MADE PAYABLE TO:
DREW JOHN FOR STATE SENATE
2305 NORTH BRANDING IRON LANE, SAFFORD, AZ 85546

R.S.V.P. BY JULY 23RD TO CHELSEA MCGUIRE, CHELSEAMCGUIRE@AZFB.ORG OR 480-635-3602

