



## **FUNdraising Tips and Recommendations**

### **TAKING ADVANTAGE OF DEVELOPMENTS IN CURRENT EVENTS AND MEDIA IN YOUR FUNDRAISING EFFORTS**

- *If you see a local issue or event that has gotten people on campus talking, use it to your advantage when raising money!* Mention it as something your chapter will either work for or against using the money donated.

### **ASKING LOCAL POLITICAL FIGURES FOR HELP**

- *It is always worth it to reach out to local political figures to send out fundraising asks (via email) on your behalf.* Though they might not be able to, there is no harm in making a simple request!
  - Be sensitive to the situation – for example, a political figure who is in the midst of a campaign themselves will be much less likely to help your chapter in raising money.
- *Many local politicians may also be willing to host events with their network to help your chapter raise money or to be a guest speaker at a fundraising event you create.*

### **FUNDRAISING CALLS AND MASS EMAILS**

- Put together a fundraising call list or email list with contacts who might be able to donate to your chapter. Many contacts can be found on the IDP website.
  - *Unless you have a large list of donors to thank, hand-written thank you notes are highly appreciated. A thank you email can also work, but make sure you thank everyone who has contributed to your chapter in some way!*

### **CONSISTENT BRANDING**

- If you do not already have a logo for your college Democrats chapter, try to develop one for branding purposes. It can be very simple, but *it is important that as your membership grows you have a logo or image that can be found on all of your advertisements and merchandise.*

### **MERCHANDISING**

- Provided that you have enough funds to do so, it can be very beneficial to invest in merchandise that you can hand out to your membership and other students on campus. Items like t-shirts and large banners can be expensive, but smaller items like stickers and buttons can be very affordable.
- *It is important that you invest in merchandise that can advertise for you:* a t-shirt or button with your logo on it, for example, can do wonders in spreading the word about your chapter.