

2020 Fundraising Donation Menu

This donation menu is designed to help you set goals for fundraising projects and make effective “asks” that illustrate for your donors how their money might be used to actually help your candidates win. We encourage you to present contribution opportunities at different financial levels that relate to specific costs of running effective campaigns. Important note: this information provides cost estimates only to describe what our campaigns could elect to do with the money we raise.

THE ASK: HELP THE CAMPAIGN HIRE TALENT

Talented staffers can be the difference between winning and losing a close election. Especially in this presidential year, organizing staff is in high demand. We want our candidates to be able to hire talented Field Organizers and Campaign Managers right away.¹ This first example shows how an overall goal can be broken into asks for different contribution levels.

Field Organizer

Recruits, trains, and directs local volunteers to have the right conversations with the right voters at the right times.

\$3,000 covers a month of a Field Organizer.

Overall goal ask:

“A campaign Field Organizer recruits, trains, and directs local volunteers to have the right conversations with the right voters at the right times. Talented Field Organizers can make all the difference. Our goal tonight is to cover the cost of a Field Organizer for one month at \$3,000”

\$100 covers a day of a Field Organizer.

Individualized ask:

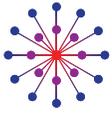
“Perhaps you can cover the cost of a talented Field Organizer for a day. We have 30 people in attendance, so if we average \$100 we can get there! Perhaps you can cover two days. Perhaps you can cover half a day or maybe only through breakfast, that’s OK! Everyone give what you can”

\$50 covers half a day of a Field Organizer.

Break-down ask:

“Perhaps you can cover half a day of a talented Field Organizer at \$50; they tend to work 14 hours a day or more, so you get a good bang for your buck at \$50!”

¹ Early money is particularly important. See [Early Money: What, Why, and How](#)



THE ASK: HELP THE CAMPAIGN HIRE TALENT (CONTINUED)

Campaign Manager

Oversees the day-to-day implementation of a campaign's strategic plan and ensures all operations are running as smoothly as possible.

Cost: \$4,500 a month or \$150 a day

Suggested Ask: "Our goal is to raise \$4,500 tonight to fully fund a great Campaign Manager for one month! Can you fund a Campaign Manager for one day at \$150?"

Voter Protection Agent

We expect many of our races to be decided by slim margins. Effectively monitoring and resolving issues for our voters at the polls is crucial.

Cost: \$150 per polling location on election day

Suggested Ask: "Our goal is to raise \$1,000 tonight that the campaign could use to pay 7 voter protection agents. Can you donate \$150 to cover the cost of one agent for election day?"

THE ASK: HELP THE CAMPAIGN REFINE ITS MESSAGING

Messaging Poll

A messaging poll can help a campaign determine what messages will be most helpful in persuading voters.

Cost: \$3,500 per 1 poll of 400 likely voters

Suggested Ask: "Our goal is to raise \$3,500. The campaign could use this amount to pay for a critical poll to test messaging for targeted voter contact! Can you chip in \$100?"

THE ASK: HELP THE CAMPAIGN REACH VOTERS ONLINE

Targeted Digital Ad Production

A professionally produced, 15 second digital ad can be successful in reaching tens of thousands of voters on YouTube, Facebook, and other platforms.

Cost: \$8,000 for one 15 second digital ad

Suggested Ask: "Our goal is to raise \$8,000 tonight. The campaign could use this amount to pay for a high-quality, compelling digital ad that can reach tens of thousands of voters on YouTube and social media. These digital ads are important to get the candidate's message out and make effective contrasts with her opponent. Can you donate at a level of \$250 tonight? If we average that amount from everyone in attendance, we'll get there."