

TOGETHER WE WILL – LOS GATOS (TWW-LG) POLITICAL FUNDRAISING GUIDELINES

Clarify and Communicate Vision and Goals

- Create picture of the event – look and feel.
- Establish compelling purpose.
- List specific financial goals, and how monies raised will be used.
- Identify additional goals (e.g., education, recruitment of volunteers)
- Communicate vision and goals in writing to all involved.
- Vision and goals should be reflected in invitations and publicity.
- If vision/goals are revised, communicate to all in timely fashion.

Delineate Roles and Responsibilities/Deliverables and Deadlines

- Who is the client?
- What decisions belong to TWW-LG and what decisions belong to the sponsored organization (client)?
- List work to be done and designate responsibilities of members of the Event Design Team: who will do what by when?
- Communicate at regular intervals to ensure the effort is on track.

Registration/Donation Process (MailChimp)

- We have a registration/donation system that works!
- Include ‘opt in’ for additional information about TWW-LG and/or the sponsored organization.
- Decide at the outset whether folks can register at the door.
- Decide at the outset who may come ‘free’/’in kind’ donation.
- The invitation should be easy to forward to friends/family.
- Key to success: utilize personal contacts to increase participation.

Data Reporting (TicketSpice)

- Maintain control over the data.
- Regular reporting informs action; increases motivation, excitement.

Communication of Event/Publicity

- Designate a publicity lead.
- Publicize an internal communication schedule to stay on track.
- Use the sponsored organization’s contacts.
- Publicize through other progressive organizations.
- Start early if we want media coverage.

Event Venue

- Select venue that matches the event vision/goals.
- Comfortable and convenient.
- Ideally, find venue that is free!

Event Food/Drink

- Food/drink should be good match for event vision/goals.
- Consider all attendee needs.
- In planning food/drink, can generally count on 10% attrition.

Event Staffing

- Select a small group, well acquainted with the event vision and goals.
- Staff responsibilities include set up, check-in/registrations at the door, management of food/drink, clean-up.
- Maintain door security throughout the event.
- Make arrangements in advance for donation of left over food.

Event Check-In

- Simple and efficient: 'tickety-bop'

Event Program

- Specify presentations in advance, with talking points clarified.
- Keep program short and sweet.
- Provide microphone so all can hear.

Event Follow-Up

- Timely thank yous. Include all volunteers, attendees and donors.
- Debrief to capture learnings and update these guidelines.