



DAY TWO: CAMPAIGN CASH

GOALS, LISTS, AND ASKS

We are here on Day 2. You got through the actual most boring part yesterday. But now we are done with that.

If you haven't done everything from Day 1 yet, stop right here and get it done. You need to be **able** to receive money to ask for money! Get that ActBlue up and running, get your financial and legal ducks in a row because we are moving forward now onto **Day 2 with goals, lists, and asks**.

By the end of today you will have in your hands, heart, and mind... a definitive and actionable plan to follow to achieve a very specific financial goal. You will know all about your Money Tree, you will be able to identify your LEAFs and put them on your branches. You will know how many people you need to ask for donations and how much you are asking for from each person. Everything we talk about today from SMART Goals to list building is the foundation of your campaign. It is going to get you started on the road where you look at all of the different facets of your campaign as data. Now you will start training yourself on recording, collecting, and using data. Which, if you don't know now, you will know by November, that in politics data is power, data is money, data is the mysterious force that makes the political universe expand. Like we said, this is a definitive and actionable plan to follow to achieve a very specific financial goal. By the end of this plan, you will have the confidence to repeat these steps over and over again throughout the rest of your campaign. You're running for office and you should be fundraising every, single day until election day.

Alright, so we are going to move onto first things first, goals.

Your goal is already set for you and it is to raise \$1000 this week using the Campaign Cash system. This is not a lofty goal. It's very doable and we want to explain a little about why this is your first goal.

You may or may not have heard of SMART Goals. If you have, that's great! If not, here's what you need to know. SMART Goals are:

Specific
Measurable
Attainable
Relevant and
Timely

The SMART Goals method is what we use for all of our goal setting, personal and business. Let's break down your goal using the SMART Goal method.

The first element is **Specific**. Your goal is \$1000 this week, using Campaign Cash. That's very specific. It's an exact amount of money, \$1000, in an exact timeframe, one week, and with an exact method, this fundraising system. So, let's look at an UNSMART (ultimately not specific, measurable, attainable, relevant, or timely) Goal example. You're not saying "I'd like to raise a lot of money for my campaign soon." "A lot of money" is a relative term that has no actual meaning or use in goal setting. And obviously saying "soon" is also nonspecific, because soon could mean tomorrow or it could easily mean next month. So we're working with a specific goal here: \$1000 this week.

The second element is **Measurable**. Everything about your goal is measurable. The amount of money you want to raise, \$1000, is measurable. We can count it. The time frame, one week, is also measurable. We'll know exactly how many days it took to raise the money. The system is even measurable because you will know--did you use the system or not? Going back to our UNSMART Goal example, "I'd like to raise a lot of money for my campaign soon," is in no way measurable. "A lot" is not measurable because it isn't an actual number of dollars. "Soon" is also not measurable because it's not an exact time frame. Everything about your goal for this training is measurable. You will even be able to measure how many people you talked to and how many donated. Everything is measurable.

Next we have **Attainable**. This is not a lofty goal--it's not an insurmountable task. It's simple, it's achievable for any candidate no matter what their situation is. \$1000 is a good starting point for your fundraising goals because it's a big enough win to get you excited about your next goal which will be even more money. Saying you'd like to have a lot of money for your campaign soon is not attainable because #1 "a lot" is asking a lot of you because you're not a professional fundraiser, otherwise you wouldn't be doing this training right now. And #2 there's no way to measure if you've actually reached it. So your \$1000 goal for this week is totally attainable if you follow the steps we have outlined in this training.

R is for **Relevant** and this goal is relevant! \$1000 in a week is perfect for someone like you who is just starting out or has never done fundraising before. It's a goal that's relevant to your situation and level of expertise. In our UNSMART Goal example, as we said before, asking for a lot of money is not only not measurable but it's also not

in the realm of possibility for you today. \$1000 will get you some lawn signs or a mailer or a website--something tangible that you can use to further your campaign.

That brings us to T, which stands for **Timely**. We're not saying let's do this soon, as we know, that won't work. We're also not saying we want to do this by the end of the campaign either because that is a long ways off. Smaller goals that are timely, meaning quick, are more achievable because it's actually easier to achieve a handful of small goals in succession than one big lofty goal. We want you to have a quick win so that you can stay juiced about raising money because this is only the beginning.

Honestly, no matter what your situation as a candidate is, this is a great place to start. We've worked with young candidates who were told, "Hey, you're 25, don't even bother trying to fundraise because you'll never be able to raise as much as your running mates." We've worked with really wealthy first timers who were paralyzed and anxious because they were expected to whip out their contacts list and ask for maximum donations from basically, acquaintances. We've worked with candidates with a number of campaigns under their belt who got a little complacent about fundraising. All of these people could have benefited from setting this specific SMART Goal and using the Campaign Cash system. It would have gotten them organized, on the phone, and practicing their most important skill as a candidate. For some it would have been a much needed cash injection that would have provided them with the leverage and confidence they needed to negotiate with their county apparatus for resources. For others it would have gotten them comfortable by dipping their toes in the waters before having to dive in. And perhaps most importantly, it would have forced our veteran candidates to reiterate to themselves and their sphere of influence why they are running and remind them that they have to work for every dollar they raise.

So just to go over it again, your goal is to raise \$1000 this week, using the Campaign Cash system. It's a SMART Goal because it's specific, measurable, attainable, relevant, and timely. When you move past this training and start doing other fundraising, remember these SMART Goal criteria to create better goals for yourself. Setting your goals this way forces you to be realistic about where you are at in your campaign. You want to keep achieving these goals. When you meet them you get a rush that trains your mind and body to keep going. You're not going to set UNSMART Goals in the future. We will say it again louder for the people in the back... **YOU ARE NOT GOING TO SET UNSMART GOALS IN THE FUTURE.** This is a marathon not a race and you need to do fundraising every week.

But don't worry--you **WILL** get comfortable asking for money. It might seem like the very last thing you ever want to do in your life, but we promise you can make this work.

Let's break down the goal so you can get a real picture of just how many people you're going to need to donate to hit that \$1000 mark. We have it split up into two scenarios, and while we're going to suggest that you go with the first one, feel free to use the alternate scenario or customize it to your community.

In Scenario 1, you're looking for 5 \$100 donations, 6 \$50 donations, and 10 \$20 donations. That's a total of 21 donations. In a little bit, we'll explain how to use the Money Tree to determine who to ask for each specific amount.

In the alternate scenario, or scenario 2, you would need to get 3 \$100 donations, 4 \$50 donations, 30 \$20 donations, and 20 \$10 donations, for a total of 57 donations.

You can mix and match these donation amounts any way you want to get to the \$1000 goal. There's no wrong way to do it, but asking for less money from each contact, or LEAF (which we will get to in just a few minutes!) creates significantly more work for you.

Now let's talk about who you're going to ask for these donations from. That's right--it's time for your Money Tree!

Your Money Tree represents all of the people who will donate money to your campaign. Think of your donations as fruit on a tree you have planted in your backyard. The low branches will have the easiest fruit to pick. The middle branches will not be as easy to get to, and the higher branches will be a little more difficult to get to. But none of them are out of reach! For the purposes of this training, your Tree is going to be made up of people you know. For a first time candidate or first time fundraiser, or even if you are a little more seasoned, it doesn't matter--you always have to start with this group of people. The people you know are so important because they know you. If you can't get people you know who already support you to support you in this endeavor, it will be extremely difficult to get strangers to do it.

You might be thinking, "Oh man, I really don't want to ask people I know for money!" and that's totally ok! This is a really normal thought process and has a lot to do with why some people can't properly fund the campaigns they want to have. So here are some things you have to keep in mind as you fundraise that will help you feel better when you start asking for donations.

You are not asking for money to pay your bills! This is not a favor, you don't need to tuck your tail between your legs and shamefully ask for help. You're not asking to borrow money either. You're not expected to pay for your entire campaign out of your own pocket. The American election system is literally not designed for that. You're supposed to be able to run for office no matter what your personal financial situation is. Typically you'll see a lot of well-off people running for office and possibly funding their own campaigns, but it's not supposed to be this way. Running for office is supposed to be accessible to anyone and it can be if you know how to fundraise.

Honestly, this is a big reason why we created this training. We need to take a stand against wealthy politicians who think they belong in office based solely on the fact that they have money to fund a big time campaign. We want to see people in office who believe in what they're doing and are trying to do the most good for the greatest amount of people.

You would not be running for office if you didn't feel like there were people out there who have your back. You are running because you already have so much support that you believe you can get the support of members of your community that you don't even know yet.

You can run a successful campaign. You can pay for your necessities. You can absolutely make these phone calls and every one thereafter without having a panic attack!

We have had panic attacks while making cold calls, giving presentations, and asking for money. We understand that picking up the phone can be a skin-crawling, nausea-inducing, total body paralysis traumatic event. How do you overcome this? Preparation, practice, and perseverance for sure, but also, you set SMART Goals! You build your confidence on small, incremental, attainable wins. You revel in your success and then you set another smart goal to absolutely annihilate. It may seem like you are setting the bar low, but grab that low hanging fruit and feel good about it. It tastes just as sweet.

At the end of this week, you will have made at least 21 calls and received \$1000 in donations. You will not feel the same way on call 22 as you felt on call 1. You will have crushed it. You will be an unstoppable force. You will harness the energy of your big win to propel you forward. You will have the seed money to get the resources you need to run an effective campaign. You will bask in the glory and value of your well organized and useful data collection. It is gonna be sooo good. You are gonna be sooooo good.

What is your goal? To raise \$1000, this week, using the Campaign Cash system.

How will you attain this goal? By asking for specific donations from specific people on your Money Tree.

When you set a SMART fundraising goal, you have to identify the group of individuals that you are going to ask for donations. In order to help you break down your list, it helps to fill out a Money Tree. Your Money Tree represents all of the people who will donate money to your campaign. Like we said earlier, think of your donations as fruit on a tree you have planted in your backyard. The low branches will have the easiest fruit to pick. The middle branches will be not be as easy to get to, and the higher branches will be a little more difficult to get to. But none of them are out of reach! For the purposes of this training, your Tree is going to be made up of people you know. In the future it can be made up of PACs, organizations, and major donors. But the branches remain the same.

For this goal of making \$1000 this week, using Campaign Cash, the branches of your Money Tree are filled with LEAFs. What is a LEAF? A LEAF is a like-minded, easily accessible friend or family member.

The LEAFS on the lowest branch of your Money Tree for this goal are your parents, your grandma, your great aunt who still has an Obama sticker on her car, your in-

laws, siblings, your business partner, and that one friend you have who has more money than he knows what to do with. Basically this your inner circle. These are your people. They would support you if you were running for president of the lollipop guild. You're going to ask them for the biggest donation, \$100.

On the middle branches you have your \$50 donors. These are still LEAFs, like-minded, easily accessible friends or family members but they are a little more removed. We like to think of this level as the Girl Scout cookie branch. If your kid was selling Girl Scout cookies, who would you feel was socially obligated to buy a box? This is your favorite coworker, the friends you have a standing dinner date with, and the aunt that still sends you a birthday card. These people are happily obligated to you in one way or another.

The LEAFs on the highest branch of this tree are the people that you are going to ask for the least amount of money, so \$10 or \$20 donations. You don't have a super in depth relationship but you basically like one another's political Facebook posts on the regular. This is your neighbor down the street who had a Bernie sign on his lawn and the other neighbor who has a Ridin with Biden sticker on his bike. The people who run your favorite stand at the farmer's market, the mom in your play-group who is super supportive of Planned Parenthood. That other mom who rolls her eyes with you at soccer when some dad rolls up in a MAGA hat. You get where we are going here. These people are heavy on the like-minded, and still easily accessible to you.

Today, when you finish this video, you're going to make a list of all of the people you know who fit into these branches. Don't just write a couple of names for each either--you have to think of as many people as you can for each one as you can because you will need to make more calls than you might think right now. You'll also need them for the future, in the next steps of your fundraising journey.

At the very least, you'll need to come up with 12 people for your low branch, 15 for your middle branch, and 25 for your high branch. If you can think of more, that's great--write them all down. If you can't, you have to try harder! Imagine if you were getting married and who you would invite. Your low branch people are the people who absolutely will need to be there, your middle branch is for the people who you really should have on your list and the lower branch would be all the other people you would just really like to have there.

Tomorrow, once you've made this list, you'll fill out the top section of your LEAF Sheets for each one. Everyone gets their own page. When you make your calls be sure to have your LEAF Sheet, your script, and your objection handling cheat sheet. You will always have it in front of you when you're talking. Don't go looking for this stuff now. We'll get into the script, objections, and LEAF Sheet more in the next video on Day 3.

When you make your lists and organize your branches, you may find that you have a few people that you can definitely ask for more than \$100 from. This is great! You absolutely should ask them for more than \$100 then. You might have a family member that you know would give you \$500--there's no point in asking someone

like this for \$100. Keep in mind that we did design the system with accessibility in mind. We wanted anyone from any community to be able to use this system. If your Tree is made up of very well off LEAFs, by all means, ask them for what you think is appropriate. You just have to make sure you are hitting the sweet spot, which is the maximum amount of what would be considered reasonable. We have some people in our Trees that asking them to max out would be reasonable, but we also have people that if they donated \$5 we'd consider it an incredible gesture. Know who you're asking and make sure you never stray from what would be a reasonable donation for that specific person.

It's possible too that you have some LEAFs on your branches for whom \$0 is what's reasonable. In this case, you can ask them for something else that will also be of great value to you--their time. You're going to need help with your campaign and someone who is willing to give you their time is just as valuable as a donation in many cases. We'll go over how to do this in the next video!

Finally, even if you can realistically ask all of the people that you know to max out, we do not recommend doing that during this specific fundraising goal. It is better to ask for less and go back next month and get the rest. We also don't recommend only asking for smaller donations either, it is less progressive than it is time consuming.

Making these calls is going to be physically, mentally, and emotionally taxing. You're going to get on the phone and get loaded with a rush of adrenaline. At first this adrenaline might come from anxiety, a few calls and donations later, the rush might come from excitement. But your body doesn't know the difference and coming down from an adrenaline rush is exhausting. You are going to have to make these calls, Every. Single. Day. If you put the pressure on yourself to ask for max donations right out of the gate and never break down your Money Tree, you won't feel good about it. You will feel like you are asking for huge favors on every call. You might hit your \$1000 mark in a few calls and call it a day, depriving yourself of almost 20 calls of practice. Conversely if you're only going to ask for \$10 donations from everyone, you're going to quadruple the work for yourself, and you won't feel good about that either. It will be exhausting and the calls will feel tedious with little payoff.

You need the mix. You need to talk to a mix of people, in a mix of financial situations, from a mix of places in your community. You do not want to find yourself feeling beholden to only one group of people. You do not want to get burned out by asking for only the big bucks or working yourself to the bone for microdonations. Nobody wants to talk about this part but candidate burnout is so real. Straight up, no BS. We don't want you to be burnt toast by election day. We've seen every candidate we ever worked with be just spent by election night. We want you to run, and run again even if you don't win. We need you. Straight up, no BS, America needs you. And because we need you, we need your mental and physical health in top shape. Don't make yourself nuts, fill out your Money Tree for every fundraising session, use SMART Goals, and don't only call one type of donor.

Before you move on to Day 3, let's just rehash a couple of things together.

Your goal is to raise \$1000 this week, using the Campaign Cash system. It's a SMART Goal because it's specific, measurable, attainable, relevant, and timely. Setting your goals this way forces you to be realistic about where you are at in your campaign. You want to keep achieving these goals. When you meet them you get a rush that trains your mind and body to keep going. You're not going to set UNSMART Goals in the future. This is a marathon not a race and you need to do fundraising every week.

You WILL get comfortable asking for money. It might seem like the very last thing you ever want to do in your life, but we promise you can make this work.

When you ask for donations, you're not asking for money to put food on your table. You're not asking for a loan. There's something about asking for money that makes you feel a sense of obligation to the person you're asking. This is totally normal human behavior and you have to release it. Take a deep breath and let it go.

You would not be running for office if you didn't feel like there were people out there who have your back. You are running because you already have so much support that you believe you can get the support of members of your community that you don't even know yet.

You can run a successful campaign. You can pay for your necessities. You can absolutely make these phone calls and every one thereafter without having a panic attack!

You're going to use your Money Tree to figure out who your LEAFs are. Your LEAFs are your like-minded easily accessible friends and family. You're going to organize them into the branches of your Money Tree. And you're going to make sure you put as many names as you can on each list.

In the next video, we're going to talk about exactly what to say when you call your LEAFs and what you do if they initially say no. We're going to take a closer look at the LEAF Sheet and we'll also go over how you'll actually get the money and how to keep track of everything.

That's it for day 2! Go do your homework! Write down all of your LEAFs and organize them into your branches. You'll need this for the next video. We'll see you there!