



Fundraising 101



Welcome! This guide is designed to be your trusted companion, leading you through the essential elements of pulling off a successful fundraising plan. From crafting your appeal to tracking your progress, you'll have everything you need to get started raising money for Team Kennedy as a member of the Grassroots Finance Committee.

Table of Contents

Planning Your Work	3
Defining Your “Why”	4
Making Your Plan	6
Goals	6
Tactics	6
Tactics to Consider:	7
Targets	9
Time and Location	10
Putting it All Together	11
Now it's Your Turn!	12
Working Your Plan	13
Making a Strong Ask	13
Tools	15
Your Unique Link	16
Tracking Your Progress	16
Acknowledgements	16
Putting it All Together!	16
Frequently Asked Questions	17



Planning Your Work

Defining Your "Why"

One of the most powerful driving forces behind successful fundraising efforts is having a strong and genuine "why" – a deeply rooted reason that fuels your passion and commitment to the cause. As a volunteer working to raise money for Team Kennedy, understanding your personal "why" will not only empower you but also help you connect with potential contributors on a meaningful level. Your "why" serves as the backbone of your motivation, giving purpose to your actions and resonating with others who share your values. Below, you will work to develop and harness your "why" into a powerful tool for change!

1. Reflect on Your Values and Beliefs:

Take some time to reflect on your personal values and beliefs. What issues matter most to you? What changes do you wish to see in your community or in the nation as a whole? Consider how these align with the goals and vision of the Team Kennedy campaign. Perhaps you are passionate about social justice, healthcare reform, environmental sustainability, or economic equality. Identifying these connections will help you develop a compelling "why."

2. Personal Experiences:

Think about any personal experiences that have shaped your perspective and ignited your passion for the campaign. Maybe you've had encounters with challenges that the campaign seeks to address. Sharing these experiences can make your "why" more relatable and authentic. For instance, if you've witnessed the struggles of individuals without access to affordable healthcare, and the campaign's healthcare policies deeply resonate with you, that could be a significant part of your "why."

3. Connect with Mr. Kennedy's Vision:

Reflect on the first moment you decided to put your support behind Team Kennedy. Understand the candidate's stance on key issues and the changes they aim to bring about. Find aspects of this vision



that deeply resonate with you and align with your values. When you can genuinely connect with the candidate's ideas, it becomes easier to communicate your "why" to potential contributors.

4. Emotional Impact:

Emotions play a crucial role in motivating action. Consider how the success of the Team Kennedy campaign would make you feel. Visualize the positive impact it could have on the lives of individuals, communities, and the nation as a whole. Whether it's a sense of hope, pride, or a vision of positive change, these emotions will help fuel your motivation and make your "why" more compelling.

5. Craft Your Personal Narrative:

Once you've reflected on your values, experiences, and emotional connections, craft a concise and powerful personal narrative that encapsulates your "why." This narrative should be something you can share with others when discussing your involvement in the campaign. It should be authentic, passionate, and relatable, allowing you to connect with potential contributors on a deeper level.

6. Revisit and Reconnect:

As you progress in your fundraising efforts, periodically revisit your "why." Reconnect with the emotions and motivations that initially drove you to support the campaign. This practice will help you stay focused, reenergized, and committed, even when faced with challenges.

Remember, your "why" is not only a motivational tool for yourself but also a powerful way to inspire and connect with others. When your passion shines through, it becomes infectious, encouraging everyone you meet to consider joining you in supporting the Team Kennedy campaign's mission.



7. Putting it All Together

"I am raising money for Team Kennedy because...

"



Making Your Plan

Set yourself up for success with a fundraising plan of action. Taking the time to plan your work by figuring out the “who,” “what,” “where” and “when” parts of your fundraising efforts can provide clear direction as you begin to work your plan. Whether you already have your first steps planned, or don’t know where to start, making a fundraising plan transforms your aspirations into achievable goals so you can maximize your impact.

Goals

The heart of every effective fundraising plan is a clear and attainable goal. As part of the Grassroots Finance Committee, you have committed to raising \$1,000 for Team Kennedy by the upcoming September 30th fundraising deadline. Perhaps this goal seems too low, or maybe too high, but in reality, this is an achievable goal, even if you are just getting started. While your total goal may be \$1,000, you might find yourself utilizing a combination of tactics to reach it. For each individual effort, you can set a unique goal with the overall goal being a combined total of \$1,000.

Tactics

No two fundraising plans are the same. For some, a fundraising plan might be as simple as making a few phone calls to secure contributions from 1 or 2 individuals in their personal network. It really could be as easy as that! Others may want to plan a house party and invite everyone in the neighborhood to make a suggested donation while they are there. It’s really up to you. While we have aimed to provide a list of ideas that might be helpful in your planning, the sky is truly the limit in terms of your own creativity; We encourage you to think as big or small as you need to be able to reach your goal.



Tactics to Consider:

1. Phone Calls: Engage your friends, family, community members, or other potential supporters personally with meaningful conversations. A phone call enables you to convey your passion, discuss campaign goals, and extend a direct invitation for contributions, fostering a personal connection.
2. Emails: Craft compelling emails that combine your heartfelt motivation for supporting Team Kennedy with concise campaign details. Emails provide a platform to articulate the importance of contributions and include a call to action for donations.
3. In-Person Meetings: A face-to-face meeting offers a platform to share your enthusiasm for the campaign, answer questions, and build rapport. It's an effective way to highlight the urgency of the cause and make a direct ask for support.
4. Indirect Ask on Social Media: Leverage the power of social media by sharing campaign updates, images, and videos that showcase your involvement. Encourage your followers to contribute, amplifying your reach and influence. Participate in online conversations happening about Mr. Kennedy and share your donate link in the comments or chat.



5. In-Person Events with a Suggested Donation: Organize gatherings such as breakfasts, watch parties, or local events, with a suggested donation, where supporters can connect, learn about the campaign, and contribute if they'd like. In-person events could look like:

- Watch party (suggested donation)
- Breakfast (suggested donation)
- Potluck (suggested donation)
- Share baked goods with a suggested donation
- Book club w/discussion (suggested donation)
- Hiking trip (suggested donation)
- Set up a table at a local event, farmer's market, etc.
- Teach a yoga class (suggested donation)
- Teach a lesson or a class for a suggested donation
- Ask for a donation in lieu of a birthday gift

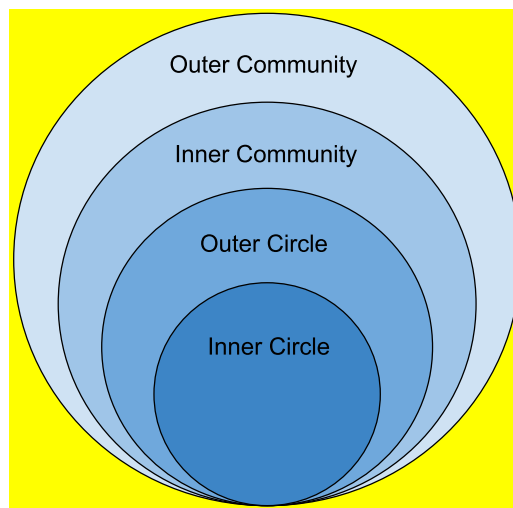
6. Virtual Events with a Suggested Donation: In today's digital landscape, virtual events like webinars, discussion panels, or live streams can serve as platforms to share the campaign's message, foster engagement, and encourage online contributions as a suggested donation.

These tactics cater to diverse preferences, enabling you to reach potential supporters where they feel most comfortable and receptive. By integrating a mix of strategies, you tap into a broader range of engagement levels and harness the collective power of different communication channels. Your commitment to Team Kennedy, conveyed through these various tactics, will undoubtedly inspire a network of dedicated supporters to join your cause and contribute to the campaign's success.



Targets

Selecting fundraising targets is a critical aspect of our fundraising strategy, as it enables us to tap into various spheres of influence and engage supporters effectively. These spheres can be broadly categorized into the inner circle, outer circle, inner community, and outer community. The inner circle comprises close friends, family, and individuals with whom we share a deep personal connection. Their support serves as a strong foundation for our efforts. Moving outward, the outer circle includes acquaintances, colleagues, and those we interact with regularly. Expanding further, the inner community encompasses people within our local networks and shared interest groups, providing an opportunity to connect with those who align with our campaign's values. Lastly, the outer community encompasses a wider demographic, including individuals who might not be directly connected but share our cause's broader interests. By strategically targeting these spheres of influence, we ensure that our outreach is both impactful and inclusive, fostering a diverse support base that can drive our fundraising efforts forward.





When considering fundraising targets, it's crucial to approach the task with a broad and realistic perspective. Your inner circle, including close friends and family, often yields the most influence, making it an essential starting point. As you move outwards through your spheres of influence—such as acquaintances, colleagues, local community members, and shared interest groups—your ability to engage may lessen, but it also presents a valuable opportunity to expand your reach. It's important to avoid making assumptions about who can and cannot contribute. The misconception that only certain individuals donate is just that—a misconception. The truth is, most people have the capacity to contribute, particularly when your appeal is personal and meaningful.

Time and Location

Selecting the optimal time and location for fundraising activities is a strategic component of your comprehensive fundraising plan. Make sure to think through where you will be doing your activities, whether you are working from home or setting up an event in public as well as when you will be doing them.



Putting it All Together:

<i>Fundraising Plan (Example)</i>				
Goal	Tactic	Target(s)	Time	Location
\$500	Phone calls	Friends and family	Every Sunday between now and September 30th	Home office
\$250	Email	Professional associates, community organizations, listservs	Today	
\$100	Social Media	Facebook, Twitter & LinkedIn Connections	Every Monday between now and September 30th	
\$150	Tabling	Community	Every other Saturday between now and September 30th	Local Farmers Market
<i>Total: \$1,000</i>				



Now it's Your Turn:

<i>Fundraising Plan</i>				
Goal	Tactic	Target(s)	Time	Location
<i>Total: \$</i>				



Working Your Plan

Making a Strong Ask

At the heart of successful fundraising lies the art of making a compelling ask that resonates with potential contributors on a personal level. Each ask is an opportunity to convey your passion and commitment to the cause, engaging supporters to become active participants in the mission. As you think about your ask, remember that authenticity and sincerity are key. Your ask should reflect your personal connection to the campaign and the genuine impact that contributions will make. Here's a breakdown of the key components that make up a powerful fundraising ask:

1. Your "Why Statement": Begin by sharing your personal "why" – your heartfelt reason for being involved in the campaign. This not only establishes a connection but also demonstrates your genuine dedication. When your passion shines through, it encourages contributors to relate to your story and motivations.
2. Specific Ask: Be clear and concise about what you're asking for. State the specific contribution amount you are requesting. A specific ask creates a clear focus for potential contributors and leaves little room for ambiguity.
3. Donation Process: Outline how potential contributors can contribute. All donations are made directly via your link to Kennedy24.com. You won't collect any cash or money on their behalf. Provide straightforward instructions on how to make the donation using your unique personal tracking link on Kennedy24.com. Make the process as seamless as possible to remove any barriers to giving.
4. Conveying Urgency: Communicate a sense of urgency by mentioning a specific deadline or timeframe for the donation. Urgency compels action and encourages potential contributors to act promptly, knowing their support is needed immediately drastically increases the likelihood of the contribution coming through. In some cases, it is acceptable and necessary for someone to "pledge" to complete their contribution at another time, but the best time to get someone to give is always on the spot.



5. Putting it All Together:

I am raising money for Team Kennedy because:

Will you commit to making a contribution in the amount of:

Through (your donation link) :

By (timeframe) :



Tools

Your most important tool is your unique fundraising link through which all of the contributions you collect will be made. We've also put together some sample materials including an email script and social media graphics that you can use to start raising money for Team Kennedy Today! For the sample scripts, you are strongly encouraged to use or adapt them as you see fit.

Sample Fundraising Email

Dear [Friend],

Are you tired of the current state of government and politics? It seems like we are consistently being asked to vote against a candidate, his/her ideas, and the scary outcomes of their potential election. Well, I am very tired of the division and mudslinging.

That's why I've joined the Grassroots Finance Committee for Robert F Kennedy Jr. Mr. Kennedy has vowed to root out corruption and the corporate capture of government agencies, he is not being funded by large contributors with the business interest of currying favor with a future President. So his campaign's finance committee consists of average Americans, like myself.

I have pledged to raise \$1,000 by September 30th, 2023 to help fund the campaign. Mr Kennedy is running a campaign for the people, and it continues to be funded by the people. Please click on the link below to help me reach my goal. We're on a tight deadline and every dollar counts, so I hope you will be able to do this as soon as possible - This evening would be great! Feel free to share my link with other friends.

Best,

[Your Name]



Your Unique Link

When you enroll in the Grassroots Finance Committee, you should have received your own personalized, individual donation link. You'll want to keep this link handy! To have a donation credited to you, please have your contributors use this link. If they use a different link, the funds won't get tagged to your goal.

Tracking Your Progress

Using your personal fundraising link, you have the ability to track your progress in real time. You will receive an email every time a donation is made using your link. This email will include the total amount you've raised to-date, as a member of the Grassroots Finance Committee.

Acknowledgements

Each time someone contributes using your link, you will get an email with their name and the amount the person donated. Team Kennedy will not share the contributors contact information to respect their privacy. If you know the person who donated, you can reach out to them to personally thank them. If you don't know them, rest assured that everyone who gives to Team Kennedy will be thanked appropriately. Team Kennedy is dedicated to acknowledging and expressing our gratitude to every contributor.

Putting it All Together!

From crafting compelling asks that resonate with your personal "why" to setting specific goals, engaging potential supporters, and conveying a sense of urgency, this plan empowers you to drive change at the grassroots level. With each contribution you secure, you're contributing to our shared mission of making a difference. We encourage all Team Kennedy Grassroots Finance Committee members to dive in and start raising money for Team Kennedy Today! Your dedication and passion will be instrumental in shaping the future we envision. Let's unite our efforts and work together to create a positive and lasting impact.



Frequently Asked Questions

Question: How do I make sure I remain compliant with FEC guidelines while engaging in fundraising activities as a member of the Grassroots Finance Committee?

Answer: Remaining compliant is the top priority for our fundraising team, which includes the Grassroots Finance Committee. Please see our [Fundraising Guidelines](#) for everything related to compliance in the scope of your efforts. If you have further questions, please email your regional contact or the general email at GrassrootsFinance@teamkennedy.com

Question: Who is allowed to make a contribution to a presidential campaign?

Answer: The FEC provides guidelines about who can and cannot contribute to federal campaigns. See our [Fundraising Guidelines](#) for more information.

Question: How much can someone give to a presidential campaign?

Answer: The FEC sets federal contribution limits each election cycle. Federal law allows individuals to contribute up to \$3,300 to the primary election and up to \$3,300 for the general election. The maximum someone can contribute right now is \$6,600, which represents a \$3,300 max donation for the primary election as well as the general election. Any donations up to \$3,300 will be spent now on the primary election. Any amount over \$3,300 will go to the general election fund. See our [Fundraising Guidelines](#) for more information.

Question: Is a contribution to a presidential campaign tax deductible?

Answer: Personal donations made to political candidates are not tax-deductible in the United States. The Internal Revenue Service (IRS) considers political contributions to be a form of giving that supports political activities, campaigns, and advocacy, rather than charitable or nonprofit purposes. Therefore, they do not qualify for tax deductions.



Question: Can someone donate via cash or check?

Answer: You cannot collect cash, checks, or any other donation on behalf of the campaign. All donations should be made directly on Kennedy24.com. To ensure all of your donations are attributed to your fundraising efforts, your contributors should use your unique donation link on Kennedy24.com.

Question: What if someone makes a donation and forgets to use my unique link on Kennedy24.com?

Answer: If this happens, reach out to your regional contact or the general Grassroots Finance Committee inbox at GrassrootsFinance@teamkennedy.com

Question: What personal information is collected when someone makes a contribution?

Answer: Federal law requires campaigns to ask and report certain information about contributors, including their name, address, occupation, and employer to the FEC.

Question: Will the campaign be able to tell me who made a contribution through my efforts?

Answer: You will receive the first name and the amount donated for each contributor who used your personal link to make a donation. The contributor will receive an acknowledgement from the campaign thanking them for their gift via email. For more information, see “*Tracking Your Progress*” and “*Acknowledgements.*”

Question: What do I do if I have other questions about raising money as part of the Grassroots Finance Committee that were not addressed in this document?

Answer: You may email your regional contact or the general Grassroots Finance Committee inbox at GrassrootsFinance@teamkennedy.com. Also visit our [Resources Page](#) for new resources and tools as they become available.