

# **One-on-One Fundraising: How to Raise Major Money from Major Donors**

If money was all it took to win in politics, we'd have a President Perot ... or a President Forbes. Truth is, money is absolutely vital ... but, by itself, is not enough to win a tough battle. Nevertheless, candidates can't run credible campaigns without money, and...

Most candidates hate fundraising.

Why?

Well, it probably has more to do with the fear of uncertainty than any innate loathing of the process - after all, they have no problem asking for votes. The problem may be they simply don't know who to ask, what to do or what to say.

The solution to this anti-fundraising mentality which all too many candidates fall back on, however, is really no solution at all: depending on someone else to do their fundraising for them. If you have this notion in your mind, forget it. Except in rare, high-profile races with well-connected "players," it just ain't gonna happen.

The first source of funding many rookie candidates immediately turn to is the Republican party "machine". Ha! Most party organizations have a hard enough time raising enough money to keep themselves in business, let alone have the time or inclination to fully fund your individual campaign.

The second source of funding which comes to mind by the reluctant candidate is a "finance committee." But think about it. If you, the candidate or party chairman, hate going out and asking for money, why in the world would your friends, associates, family and campaign volunteers want to do it? The answer: they don't. That's why most "finance committees" never raise a dime.

Let's see if we can't do something about that.

But first, let's go over some basics about fundraising - particularly raising money from "major donors." Here are some key points to remember...

- ◆ Money is not given, it is raised. You have to ASK for it.
- ◆ You are not asking for the money for yourself - you are asking for money to serve others.
- ◆ People - especially major donors - like to give to people ... not nameless, faceless organizations.
- ◆ The best way to solicit major donors is face-to-face.
- ◆ The best way to get in to see major donors is through "connections" (more on that later).
- ◆ Again, money is not given, it is raised. You have to ASK for it.