

Dialing for Dollars: Using the Phones to Swell Your Campaign Bank Account

Most people won't even think about *thinking* about politics until sometime after the Labor Day holiday in early September. In fact, about 40 percent of voters don't make up their minds about who they're going to vote for in most races until the last two weeks before election day.

Which means ... if you're out trying to drum up votes for your campaign from average, ordinary Joe Sixpacks in the dog days of summer ... or earlier ... you're probably wasting both your time and theirs.

This does not mean, however, the early days are a bad time to be out securing your "base" voters. Nor does it mean you shouldn't be talking to primary voters if you are facing a primary contest in the next few weeks.

But if you're out trying to persuade "undecided" or "swing" voters ... especially if you don't already have all the money your campaign is going to need after Labor Day ... then you definitely have your priorities bass-ackwards.

The early days of a campaign are not the time to be asking for "swing" votes. The early days are the time to be out asking for MONEY ... lots of it.

In fact, most political professionals will tell you that a candidate should probably be spending about 70% of their time fundraising in the early days of a campaign.

The operative word here is "raising."

Money must be "raised" ... it isn't just given. People do not wake up in the morning and ... all by themselves ... say, "Hey, I think I'll write a check to that school board candidate Chuck Muth today."

No ... if you want money for your campaign, you need to ASK for it! Period.

And bear in mind that a dollar raised early is probably worth ten dollars raised in the closing days of the election.