

Not next week. Not next month. NOW!

- Ask for a specific amount. Don't force the donor to "guess" what the appropriate amount is.
- Once you make your "pitch," stop talking. If the donor has any questions, he or she will ask them. But if you just keep on talking, you're more likely to talk yourself right out of the donation. It's natural to be nervous ... especially when you're new at this ... and nervous people tend to ramble on and on and on and on... If you find yourself in the middle of doing this ... just shut up as quickly as possible.
- Pick up the check. Have a "bag man" go directly to the donor immediately. That way you eliminate the chance that the donor will procrastinate or forget to mail your check ... or that the post office will lose it!

Now here's your payoff:

If you call 15 potential donors an hour, you should connect with seven.

On a good day, you will get money from four.

With an average donation of \$100 each, you would raise \$400 an hour.

That's \$1,200 per day if you only devote three hours a day to dialing-for-dollars.

That comes to \$3,600 a week if you only dial-for-dollars three days a week.

And that comes to \$14,400 per month ... which ain't chicken-feed for many down-ballot races.

In fact, if you start in the early spring, you'll put between \$75,000 and \$100,000 in your account by "crunch time" in late September.

Many a campaign has been won with much less. And if you need more money just spend more hours and days on the phone ... or ask for larger donations.

What you should never say in your campaign is, "*We can't afford that*" - whatever "that" is.