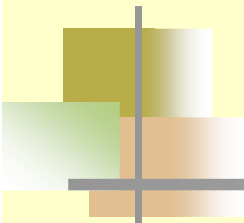


Training Sessions



Women Organizing for Leadership
In Political Parties and on the Campaign Trail
Kampala, Uganda
August 21-24, 2008



WOMEN'S DEMOCRACY NETWORK



Presenter

Mary Pieschek

President

Pieschek Public Relations

mary@pieschekpr.com

Oneida, Wisconsin, USA



WELCOME

This program has been designed for both established women leaders and women new to politics.

Some of you may find parts redundant; some of you may feel the ideas are too advanced.

Please stop me if you don't understand or have a comment.

We want all of you to benefit from this conference, and are so happy you're here.



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

Session 1 Program:

- 1) Identify your goals and political objectives
- 2) Research your prospective support base to identify supporters, issues and platform planks
- 3) Develop a plan to recruit women



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

STEP ONE:

Identify your goals and your political objectives

- What are the issues that animate your life?
 - Health care
 - Education
 - Joblessness
 - Political freedom
 - The environment
 - Ethnic conflict



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- If you're new, identify and understand the goals of local or national political parties
 - "Shop" the parties
 - In U.S. both parties have women's platforms but they're imbedded into the bigger picture. No "women's issues" sections per se
 - www.johnmccain.com
 - www.barakobama.com
 - Which party "speaks" more to you?
 - Which party speaks to women in general?



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

Party Platform definition

“We believe...”

A platform is a statement of the beliefs of the political party. In the U.S. they aren't usually changed radically from year to year.



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Decide where you fit in
 - Perhaps you don't "fit" into any existing framework
 - Then you need to:
 - ONE: Find a party close to your ideas and try to get the party to initiate changes
 - TWO: Develop your own political party and platform



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

STEP TWO:

- Research your prospective support base to identify issues, and prospective supporters and,
- Develop your own election platform planks



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

Candidate platform definition

A candidate's platform reflects the general "we believe" points of the party platform, but it is more specific. It includes an action plan on issues and is subject to reasonable changes.



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

GROUP QUESTIONS:

- How do your parties develop platforms?
- Who's been involved in platform development before?
- How did you do it?
- Did you start from an existing platform?
- Did you try to propose issues to an existing party's platform? Did it work?



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Identify and exploit your “natural” connections
 - Identify these people and groups
 - Connect with them
 - Inform them of your plan
 - Possible outreach mechanisms
 - Your own personal contact
 - Through family, friends, colleagues, like-minded supporters
 - Through networked text messaging (each person contacts five others)



Training Session I: Women and Leadership in Political Parties ***STRATEGIC PLANNING***

Defining personal and party political goals through planning and research

- Depending upon the size of your outreach area, you may want to do media outreach to identify supporters
- If you're already elected, get the word out among your trusted colleagues
- If you're new, network through groups of friends, acquaintances, and so on.



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

How party members initiate changes in platforms and develop resolutions for immediate action:

- Two-party system
 - Parties (Republican and Democrat) are old—but evolving
 - Third parties are usually no threat (Green, Libertarians, Socialists, etc.)



Training Session I: Women and Leadership in Political Parties ***STRATEGIC PLANNING***

Defining personal and party political goals through planning and research

How party members initiate changes in platforms and develop resolutions for immediate action: (Wisconsin party system)

- *Party platform changes* and *action resolutions* are proposed, considered and voted on at the county level annually.
- These are forwarded to Congressional district level and are again reviewed in context of neighboring counties.
- From Congressional District they move to state conventions for further review
- From states, the ideas move to national conventions
 - www.gop.com
 - www.democrats.org



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

PLATFORM DEVELOPMENT OPTION 1:

“Grassroots Consensus Identification Game”

- Invite local supporters or prospective supporters to one (or a series) of local meetings
- Have them identify the issues of greatest importance
- Put on sheet and lay sheet flat on table
- Divide sheet into squares (one issue per square)
- Give each person 5 coins



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- **ROUND 1:** As a group, have women go to the game board and pick their top issues:
 - Options: All 5 coins on one issue; one coin on five issues, or any combination
 - Make sure board is monitored for honesty
- At end, delete issues of lowest interest
- Return coins to players
- **ROUND 2:** Have the women select their top issues from the shorter list



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Play as many rounds as needed to identify your priority platform planks
- If you've done this in several locations, review each region's game outcome
- This may differ from place to place
- Differences will help you set regional priorities
- **REMEMBER:** This game is supposed to be fun.



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

OTHER PLATFORM DEVELOPMENT OPTIONS:

- Local and regional conferences
- Focus groups
- Written surveys
- Telemarketing surveys (often done in US)
- Intercept interviews (on city streets, in markets, at big events, etc.)



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- NOTE: Research samples must rise to certain quotas to stay near 5% margin of error:
 - 1,000 population needs 278 samples
 - 5,000 population needs 355 samples
 - 10,000 population needs 370 samples
 - 100,000 population needs 383 samples
 - 500,000 population needs 383 samples
 - Infinite population needs 384 samples



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

STEP THREE:

Draft a recruiting plan to attract women

GROUP QUESTIONS:

- How many of you have attempted to recruit women to
 - Run for office
 - Support a cause
 - Support a candidate
- How did it work?
- What can we learn from your experiences?



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Recruitment ideas
 - Identify your “Kitchen Cabinet”—campaign leadership
 - Kitchen Cabinet should **profile** important issue areas:
 - Education specialist
 - Health specialist
 - Media/advertising person
 - Legal expert
 - Experienced campaigner(s) from other people’s campaigns
 - Business person(s)
 - Major donor



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Go back to the people who helped you identify preliminary issues
 - Begin a larger network of “like minds” such as:
 - Teachers
 - Nurses and other health professionals
 - Businesswomen
 - Parents of school children
 - Parents of sick children
 - Parents caring for older adults
 - Elected officials
 - Local (or larger) government leaders



Training Session I: Women and Leadership in Political Parties

STRATEGIC PLANNING

Defining personal and party political goals through planning and research

- Each of these groups represents an “issue base”
- Share your platform ideas with them and engage them in consensus-building
 - Do you need to refine your platform in order to accommodate certain groups?
 - Get each group to network within *to recruit support*:
 - Health professionals speaking to colleagues about your health plan
 - Teachers telling other teachers (parents and students) about your plans for education
 - Businesswomen talking with other business people about your economic development plans, etc.



Training Session I: Women and Leadership in Political Parties
STRATEGIC PLANNING

Defining personal and party political goals through planning and research

Session 1 Review:

- 1) Identify your goals and political objectives
- 2) Research your prospective support base to identify supporters, issues and platform planks
- 3) Develop a plan to recruit women



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Session 2 Program:

- 1) Message development and communication strategies
- 2) Reaching out to ordinary women voters



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

GROUP QUESTIONS:

- How many of you think you're good communicators?
- How many of you feel you can ***clearly summarize*** your own, your party's, or your candidate's political views?
- How many of you have been interviewed on TV or Radio?
 - What did you think of your interview? Your appearance? Your message?
- How many of you have been interviewed by the print media?
 - Did you like the print article? What would you have done differently?
- What's your local news media like?
 - Objective? Government-run? Anti or pro women's issues?



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

STEP ONE:

Message development and communication strategies

- Your message is based on all the work we just did in platform development
 - Issue identification
 - Issue priorities
- Your challenge is to convey this information in clear, common language
- Use your “Kitchen Cabinet” to develop message destinations and ideas



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- Characteristics of good political communications
 - Clear and easy to understand
 - Brief
 - Not just because of sound bites, but they're easier to remember
 - Truthful at all times
 - Lying never works in the long run
 - Sympathetic, caring
 - Energetic, inspiring
 - Hillary Clinton was very good at this one-on-one



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- People or institutions that will hear, read, or carry your message
 - Your campaign team
 - Your supporters
 - Voters
 - Your handout materials, advertising, commercials
 - Your or your candidate's speeches
 - The news media
 - Reporters
 - Readers, listeners, viewers
 - People who don't care but who follow the news



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- People or vehicles that will hear, read, or carry your message (continued)
 - Your opponents, detractors
 - Elected officials
 - Community leaders
 - People who may be valuable “endorsers” of you, your party or your candidate
 - Donors and prospective donors



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- **A word about literacy**

If literacy is an issue for your country or region or a particular group, you must be certain your word-of-mouth communications are very clear and simple. Don't leave room for error.



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- **Types of messages**
 - Platform document
 - See: www.johnmccain.com and www.barakobama.com
 - Speeches
 - Short speeches to small groups
 - Major addresses to big groups
 - Interviews with prospective supporters
 - Interviews with prospective donors



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Types of messages (continued)

- Design of a good speech (the “Rule of Three”)
 - ONE: Tell them what you’re going to say briefly
 - TWO: Tell them your message
 - Keep statistics to a minimum or summarize stats
 - Reduce big numbers to percentages to ideas:
 - “Half the people did this....”
 - “One in every 10 children dies of...”
 - TIP: Use colorful examples about real people
 - George Bush does this well in State of the Union
 - THREE: Summarize your high points at the end (tell them what you just said)



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- News releases
 - Design of a good news release
 - Date
 - Contact Information!!!
 - One page limit
 - Headline to summarize the subject matter
 - Short, clear paragraphs
 - Purposeful



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- News releases (continued)
 - News releases have many “re-uses”
 - Handouts, leaflets
 - Posters
 - Website items
 - Supporter background information
 - Donor background information



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- Campaign website
 - Keep it simple!
 - Many people don't have good machines and can't download fancy animation, color, certain kinds of art, photos, etc.
 - Keep it up!
 - Change the news often so viewers keep going back
 - Rearrange it once in awhile to refresh it



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

- Branding
 - It's an identifier of your "product" whether it's you, your party, or your candidate
 - Branding methods
 - Color (Gold "M" =McDonald's)
 - Logos (Coca Cola)
 - Music
 - Philosophy statement
 - Consistency is crucial



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

■ Advertising

- Need to discuss the feasibility of discussing this with audience

GROUP QUESTIONS:

- What kind of advertising is feasible in your region?
- What are some good campaigns you've seen?
- What do the bad ones look like?
- What can you do to communicate in your region that I didn't discuss?
- What have you done that's really worked well?



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

STEP TWO:

Reaching out to ordinary women voters

This is the most fun of all the front-end work involved in developing a campaign.

BUT YOU NEED TO HAVE A PLAN!!



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Community Outreach, Free Media and Paid Media:

- Community outreach is personal contact
- Free media is free (unpaid) news coverage. It's value is in "third-party endorsement." (It's more credible than advertising)
- Paid media is advertising you buy. (It's less credible than free media.)



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Community Outreach

- Look at the election date and back up your plan from there
- Identify groups where you have natural support
- Identify their meetings so you can meet as many people as possible at once
- See if certain supporters, Kitchen Cabinet members, endorsers can attend some meetings, so candidate doesn't have to do everything
- Assign communication duties to each Kitchen Cabinet member



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Community Outreach (continued)

- Use your family (Cindy McCain, Michelle Obama, Bill and Chelsea Clinton)
- Identify community events and cover the crowd using supporters
- Consider going door-to-door, if feasible
- Remember church services, markets, festivals—anywhere where people gather
- Don't waste time in areas where you have absolutely no possibility of support



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

COMMUNITY OUTREACH (continued)

Special events

- Beware of these as huge time-consumers
- These can cost more than they can bring in
- Plan to use these as “friend-raisers,” rather than “fundraisers”

GROUP QUESTIONS:

- What kinds of special events can you think of that would be feasible?
- Have you worked on any?
 - Where they successful? Why, or why not?



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

FREE MEDIA

Think about “free media” opportunities available to you in your city, village, region, district.

Use your “Kitchen Cabinet” of supporters to help execute it



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

FREE MEDIA (continued)

Develop a news conference schedule. This gets you “free” coverage:

- Develop a series of news conference themes
- Set out dates when they will be held
- Be flexible to respond to issues that may suddenly come up (eg. government response to catastrophe)
- Hold news conferences in interesting locations related to news release (economic development event at a decrepit building, child care at a clinic, etc.)



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Paid Media

This is advertising and other communications you BUY. It includes paid ads in newspapers, magazines, radio, television, billboards, posters, etc.

- Consider paid media, if financially feasible
- (We'll be talking about fundraising on Saturday, so we can get into this part more tomorrow)



Training Session II: Women and Leadership in Political Parties

TACTICAL ACTION PLANNING, PART I

Translating your platform into clear messages and reaching out to voters

Session 2 Review:

- 1) Develop clear messages and select from a variety of communications vehicles
- 2) Reach out to ordinary women voters through community relations, free media and paid media



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Session 3 Program:

- 1) Basics of fundraising: Setting campaign fundraising priorities based on the party's or campaign's plan
- 2) Example of "shoe string" budget development
- 3) Spending decisions: Drafting a financial plan



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

WHY PEOPLE GIVE

- Maslow's Hierarchy of Need: ***People are motivated by certain drives and needs:***
- Biological needs for food, water, survival
- Safety of self and family
- Love, acceptance, group membership
- Esteem, leadership
- Self-fulfillment, accomplishing something



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

WHY PEOPLE MIGHT NOT DONATE TO A CANDIDATE OR PARTY:

When people have limited financial resources or feel unsafe, helping candidates is difficult—perhaps risky to themselves.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

WHY PEOPLE MIGHT DONATE TO A CANDIDATE:

- Because they want to help the candidate
- Because they want candidate to help them
- Because they're a party member
- Because candidate is endorsed by an organization meaningful to them



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

The NUMBER ONE reason why people
DO NOT donate to a candidate or cause:

THEY WERE NEVER ASKED



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

KEY COMPONENTS OF SUCCESSFUL CAMPAIGN FUNDRAISING:

- Knowledge of fundraising laws
 - So income and records are *transparent*
- Planning
 - Case for support and message development
- Donor identification
- Solicitation of funds
- Recognition of donors and volunteers
- Campaign success party
- Complete records



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 1:

KNOWLEDGE OF FUNDRAISING LAWS

- Candidate and total leadership team should know the local and national laws about fundraising
- Copies of the laws should be available to everyone



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 2:

PLANNING

- Identify key planners
 - Candidate
 - Kitchen Cabinet
 - Anyone responsible for paying bills after the campaign is over
 - Major donors (not all, but just the big ones who'll help kick this off)
 - Outside campaign planning advisor (if no one has skills)



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Identify the **campaign's strategic plan**

- What's the campaign timeline?
 - How long do you have until the election?
 - The more time in advance, the more time can be spent raising money
- What's the campaign's political objective?



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

- A simple S-W-O-T analysis is an easy and effective way to analyze your campaign's theme, prospects and plans
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Move from strategic planning to execution of **tactical** ideas:

- Write a **case for support of the candidate**
- **DEFINITION:** A case statement is a convincing argument for the candidate providing facts, not fluff. It is written from the perspective of the public: *What will she do for me?*



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Case Statement contents

- Five paragraphs stating candidate's goals, qualifications and ideas should be enough
- Photo
- Biography
- Outline of goals
- Names of Kitchen Cabinet
- Names or others endorsing candidate (so far)
- Information about the election: date, times, voting locations



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Case Statement Uses:

- All publications
- All handouts and letters
- Media releases
- Public statements
- Speeches by leaders
- Special events
- Mailings



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

FUNDRAISING TACTICAL PLANNING

- Create a small, qualified fund-raising team
- Empower them with copies of the case for support
- Do outreach:
 - Letters
 - Personal visits
 - Newsletter
- Hold a kickoff event to engage the donors
- Contact the news media (TV, newspapers, weekly papers, radio) to announce fundraising needs



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 3:

DONOR IDENTIFICATION

(Components 2 and 3 often happen together)

- Identify who would make a cash or in-kind gift to your campaign by making a list:
 - The candidate herself
 - The candidate's family
 - Members of the Kitchen Cabinet
 - Friends of all these people
 - People who've given to other candidates
 - People who've already helped you in planning



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DONOR IDENTIFICATION (continued)

- People within the candidate's party
- Depending upon laws: businesses and foundations
- Religious groups
- Professional associations
- Sports clubs
- Gender-based groups (women's clubs, men's clubs)
- People who would benefit from candidate's platform
- Generally: Identify the many "publics" that may have something to do with the candidate



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 4:

SOLICITATION OF FUNDS

- Who should solicit:
 - Primarily the candidate and other trusted people who can make things happen
 - NOTE: Well-meaning individuals who are meek or afraid to ask for money should be given other campaign duties



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

SOLICITATION OF FUNDS (continued)

- When?
 - As soon as the candidate's plan is developed, Kitchen Cabinet is picked, and a solid case for support is completed



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

SOLICITATION OF FUNDS (continued)

- Decide what methods you will use:
 - Direct solicitation of individuals
 - Direct solicitation of businesses
 - Direct solicitation of major groups: unions, professional associations, etc.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

SOLICITATION OF FUNDS (continued)

- Special events
 - Small, special events are very effective
 - Teas
 - Receptions
 - Open house at a home, church, business
 - Picnics
 - Reception before or after a sports or community event
 - Roundtable breakfasts/luncheons designed to inform guests
 - Dinners

***SPECIAL EVENT TIP: Go to where people already are.
Don't expect them to come to you!***



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

SOLICITATION OF FUNDS (continued)

- On-line giving (growing in US. EXAMPLE: It's difficult to get through to the details of the Obama campaign without FIRST going through fundraising page on site)
- Direct mail (if feasible)

RULE OF THUMB: Have the right person, for the right reason, solicit the right donor at the right time

TIP: Start early: the early bird catches the worm.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 5:

RECOGNITION OF DONORS AND VOLUNTEERS

- Virtually all donors want some sort of recognition
- In political fundraising, the donor's reward is the election of their candidate or party



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DONOR RECOGNITION (continued)

- To keep donors for the future, consider these ideas:
 - Verbal thank you from candidate
 - Letter of thanks
 - Understand donor's expectation of publicity.
Some want it. Some DO NOT. But you may not be able to prevent disclosure.
 - Follow all donor reporting laws!



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DONOR RECOGNITION (continued)

- Recognition of your volunteers is crucial. They're often forgotten:
 - Kitchen Cabinet
 - Active campaigners
 - Donation solicitors
 - Your communications people
 - Your donors of in-kind gifts such as ads, paper, luncheon foods, etc.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 6:

CAMPAIGN VICTORY PARTY

- Begin planning this early so everyone who helps on your campaign knows date, time and location.
- This helps create a positive campaign.
- Do this even if you lose.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Component 7:

COMPLETE YOUR RECORDS

This is often forgotten until the next campaign, then no one can find any records



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

COMPLETE YOUR RECORDS (continued)

- Immediately after election, update all records
 - Mailing lists
 - Phone numbers
 - Exact spellings of all volunteer and donor names
 - Size of each donor's gift
 - Number of gifts (if more than one per donor)
 - Why they gave
 - Why they DID NOT give



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

COMPLETE YOUR RECORDS (continued)

Evaluate your volunteers

- **RULE:** You can't "fire" volunteers, but you can move them to new duties
 - Who did well?
 - Who would you ask to help again? Who not?
 - Are they finished with their gift solicitations?
 - Do you need more volunteers next time?
 - What are their training needs?



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

COMPLETE YOUR RECORDS (continued)

Make sure all solicitation follow-ups are done

- Is all the money in?
- Where is it?
- When is it coming in?
- Do you have pledges to follow-up?
- When do you send out gift reminders?
- Who is responsible?



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

STEP TWO:

Example of “shoe string” budget
development



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DEVELOPING A BUDGET FROM SCRATCH:

Category: **Printing**
Subcategory: **Handouts**

	Quantity	Cost	Low Bidder	Donor Prospect
Writing	0	\$100	Mary Pieschek	Mary Pieschek
Paper	500	\$50	Joe's Printing	Mike's printing
Printing	500	\$50	Joe's Printing	Mike's printing
Delivery	1 pkg	\$10	Joe's Printing	Candidate's brother



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DEVELOPING A BUDGET FROM SCRATCH:

Category:

Subcategory:

Printing

Color brochures (100 for donors only)

	Quantity	Cost	Low Bidder	Donor Prospect
Writing	1 time	\$100	Mary Pieschek	Mary Pieschek
Photos	5	\$200	Gretchen's Photos	Gretchen Birkle
Layout	1 time	\$20	Maribeth's Design	No
Printing	100	\$100	Mike's printing	Mike's (\$200 gift limit)
Delivery	1 pkg	\$10	Mike's printing	Candidate's brother



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DEVELOPING A BUDGET FROM SCRATCH:

CATEGORY: Printing

TOTAL ESTIMATED COST: \$640

TOTAL DUE FROM DONORS: \$620

NEED TO RAISE: \$20

Who will solicit the donations:

Candidate herself



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

STEP THREE:

Spending decisions:

Drafting a financial plan

GROUP QUESTION:

- What should we list?



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DRAFTING A FINANCIAL PLAN

Make a list of EVERYTHING you think you need to run your campaign:

- Printing
- Paper
- Advertising
- Gas
- Bus fare
- Office rent
- Computer time
- Cell phone time
- Printed handouts
- Food for staff
- Campaign buttons, stickers, etc



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DRAFTING A FINANCIAL PLAN

- Put together a very small team INVOLVING THE CANDIDATE to determine these costs and then start contacting people to get estimates.
- Identify who could possibly donate the goods or services and make a list identifying people for each budget item
- Set up your fundraising based on these needs



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

DRAFTING A FINANCIAL PLAN

It's all very time-consuming at the beginning, but spending too much or too little will ruin a campaign—or the candidate's personal finances

EXAMPLE: County executive race where candidate lost his house due to campaign debts.



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

Session 3 Review:

- 1) Basics of fundraising: Setting campaign fundraising priorities based on the party's or campaign's plan
- 2) Example of "shoe string" budget development
- 3) Spending decisions: Drafting a financial plan



Training Session III: Women and Leadership in Political Parties
TACTICAL ACTION PLAN, PART II
Fundraising for parties, campaigns and candidates

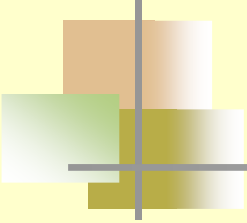
GROUP WORKSHOP

Participants will break into groups

Choose your group's exercise:

- 1) Plan a strategy for recruiting women into your party, or
- 2) Draft a campaign strategy and plan

Return at 2 p.m. To present your group's plans



**Women's Democracy Network Conference
Women Organizing for Leadership
In Political Parties and on the Campaign Trail
Kampala, Uganda, August 21-24, 2008**

***THANK YOU FOR THIS OPPORTUNITY
TO SHARE IDEAS!!***

MARY PIESCHEK
(mary@pieschekpr.com)
Oneida, Wisconsin, USA