

Best Practice Group Brainstorm

Portland, Oregon 2/26/25

Union Fundraising

- Who you ask
 - RA Delegates
 - Members/retirees
 - Fellow educators, retired educators, parent groups, coalition partners
 - Everyone
 - Members reside in voting districts
 - Allies (if legal)
- How you ask
 - Host fundraisers
 - Competitions (even between locals)
 - Set fundriasing local
 - Quarterly reminders (educational re:process)
 - Newsletter
 - Cold call fundraising (use retirees)
 - Direct candidate fundraising
 - Dollar jar wars
 - Stickers, recognizing, contributors, silent auctions, buttons, giveaways, ask for donations for giveaways
 - Payroll, raffles (if legal in your state)
 - Text, email, face to face in buildings, video messaging, pass the hat (need names and amounts for reporting), donation letters, facebook ads, technology
 - Beware of spending too much money to make money
- When you ask
 - Always
 - RA assembly (state level)
 - When joining
 - Candidate forums/events
 - Endorsement announcement
 - Contract ratification summit
 - Conferences
 - Captive audience

- Targeted times of year – ask often but don't annoy
- Always, especially when you announce endorsement – build war chest & special bonus money
- Service events, fun events, implement relational organizing strategies
- Spending principles
 - Know your state rules
 - Save PAC for restricted spending
 - Use data to drive spending choices
 - Seek grants or national dollars

Candidate Fundraising

- Who you ask
 - Door to door/grassroots
 - In-kind from businesses
 - Map your community: fam/friends, old soccer teammates, orgs affiliated w/personal, professional, anywhere, ideological
 - Coalition, Dems, fellow unions
 - House parties or meet & greets w/members with candidate there
 - PTAs and roundtables, building relationships
 - Rich alumni, elected lists/matches, friendly business owners, PACs
 - Tier out targets and estimate amounts: friends & family, known activists, small donor + labor
- How you ask
 - Visit local businesses
 - Leverage existing relationships
 - In-person asks for volunteers
 - Set expectations for candidates for fundraising
 - Lead w/values: elevator pitch, issues, urgency, personalize it, problems/solutions
 - Phonebank, 1:1 asks, events, vols + candidate asks, mailers, text banking
 - Unified vision/issue based
 - Word of mouth, emails, socials
 - Wine & cheese, call time, campaign kickoff, petition signing events, joint emails, inoculate candidates to fundraising
 - Use issues
 - IE money table: Stand/Labor/National \$

- When you ask
 - Existing events
 - Before mail ballot drops
 - Need to start ASAP
 - Early & often, 9 – 8, track call time
 - Early, note deadlines
- Tips
 - Coordinate w/other campaigns
 - FEC/open secrets, local databases
 - Attend other fundraisers
 - Get good at FB ads
- Spending principles
 - Ask for in-kinds from organizations/locals
 - Use values aligned spending on vendors, strategic spending
 - Set a priority list: lit for doors>digital>yard signs
 - Think about a slate (look up rules) - \$ goes further
 - Use union vendors
 - Matching/help fill gaps
 - In-kind contributions
 - Preferred vendor list
 - Have a budget