How to Ask for a Donation?

When you are asking for a donation, there are 3 questions you need to answer:

1. **WHO** you are?
2. **WHY** you are running?
3. **HOW** you're different?

3 Part School Board Pitch

I'm a mom with three kids under 10 and work full-time as a nurse, and I never expected to be running for the school board.

But the problem with our school board is normal parents like us don't have a voice. The board today is about indoctrination, not education.

I'm running to turn around the school board and refocus our schools on what they should do – educate our kids.

Here's my promise, when I'm elected, I will first [insert one thing you'll do]. Second, on every vote and decision, I will ask, "Does this put kids and parents first?" I'm voting no and will fight to stop it if it doesn't.

I'm stepping up to run because we need a change, but I can't do this alone. I'm asking 15 families to partner with me with a campaign donation of $1,000 [max amount].

Will you be one of the 15 donors who make this happen?"

[Pause, don't speak, and wait for the donor to respond]

WHO

Donors give to people they know and trust and people who share their values. Add one or two sentences about your background if the donor doesn't know you.

WHY

Tell donors why you are running. A short three sentences show you know why you are running and can tell it in a crisp, succinct way.

HOW

Show you have a plan once you get elected.
A great plan can be simple:

Your plan = Promise + Principle

Promise: Start with one specific action you promise to do when elected.

Principle: Your way of making decisions.

ASK

Always ask for the max amount. You don't know how much people have and how much they want to see you win.

You can have a well-funded campaign with only a few dozen donors.

If there are no contribution limits, ask for a range and let the donor decide. *"...with a campaign donation between 2,000 to more than 10,000 dollars?"*