SHOW ME THE MONEY

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THIS PROGRAM WILL COVER

• Experiences serving on boards, nonprofits, and running for office
• How to raise money for campaigns or nonprofits
• How to identify your network
• How to make the money ask
• Maximizing your social media impact
• Messaging for your campaign
EXPERIENCES SERVING ON BOARDS, NONPROFITS, AND RUNNING FOR OFFICE

• Gathered a fantastic panel to speak to you about their experiences
BIO OF SPEAKER ON BOARDS

• INSERT BIO AND PHOTO OF SPEAKER
BIO OF SPEAKER WHO RAN FOR CAMPAIGN

• INSERT BIO FOR NEXT SPEAKER AND PHOTO
BIO FOR THOSE ON NONPROFITS

• BIO for PANELIST ON BOARD with photo
HOW TO RAISE MONEY FOR CAMPAIGNS OR NONPROFITS

• Product and service Sales
• Cause related Marketing
• Sponsorship
• Corporate Giving
• Grant Funding
• Donations
• Fundraising
PRODUCT AND SERVICE SALES

• Fee for products and services rendered is an income option if you can provide them
  • Membership fees like those from Meals on Wheels make a difference
  • Have to have a product
    • Think about the purpose of your nonprofit and what you can provide
      • Networking?
      • Tangible results
      • Providing for the greater good?
CAUSE RELATED MARKETING

• Blend of marketing with funding
  • Utilizes partnerships with for profit businesses to raise money
    • Kmart and St. Jude’s encouraged customers to make a donation
    • Uber and No Kid Hungry campaign
    • Even panda express now asks to round up bills for donations
SPONSORSHIP

• Partner up with a business or for profit to sponsor
  • Different from cause marketing as this goes from business attaching their name to your service and cause
    • You are playing the role of the do-gooder where the corporation is tagging along
CORPORATE GIVING

- Takes away the formalized partnership
- Corporation takes a tax break and makes a donation where your nonprofit gets marketing and other potential services
GRANT FUNDING

• Applications for grants utilizes money already in the marketplace for charitable causes
• Takes time and effort to fill applications but essentially gives free money
• Much like scholarships
DONATIONS

• Takes advantage of smaller donations than sponsorships
  • Where Walmart is a sponsor of YLD
  • Individuals and other entities can make smaller donations to help fund the organization
  • Tying these donations to recognition and small e-newsletters or the like can be a big incentive to gather these moneys
MEMBERSHIP DUES

• Stable as long as members are being retained and honored
• Allows you to pull reasonable amounts from those who benefit most from your activities
• Must give people a reason to be a member
FUNDRAISING

• Similar to donations
• Tried and true opportunity to bring donors and supporters to cause
  • Build email lists to request funds
  • Takes time and planning
  • Utilize the network
FUNDRAISING FOR HIGH OFFICE

• Cash from large donors
  • Good for those with strong and well funded backers
  • Need good connections with deep pockets willing to bet on you

• Less Cash but Small Donors
  • The Bernie sanders method
    • Reasonable amounts from a larger number of people
    • Does not require same individual investment but requires large contingent—networking!

• Less cash from large donors
  • Ted Cruz and Marco Rubio—tended to rely on super PACS
    • Good if PACS are firmly behind you

• Not much fundraising
  • Difficult to win without money
  • Need a strong message or deep pockets of your own
HOW MUCH MONEY DO YOU NEED?

• Last presidential election
  • Hilary
    • 1.4 Billion
      • 623.1 Million Clinton Campaign
      • 598.2 Million Party and joint fundraising committees
      • 204.4 Million super PACs
  • Trump
    • 957.6 Million
      • 334.8 Million Donald Trump Campaign
      • 543.4 Million Party and joint fundraising Committees
      • 79.3 Million Super PACS
ESSENTIALS FOR RAISING MONEY

• Know the rules
  • Federal Elections Committee and their local counterparts have strict regulations
  • Independent expenditures
    • Must be truly independent
  • Corporate and union activity
    • Voluntary contributions
    • Must not be against tax status—501©(3) must remain nonpartisan but Super PACS and 501© C 4 can
  • Political parties
    • Contact your party and get their endorsement
    • They are well funded and an endorsement can go a long way politically and financially
• Campaign funds may match private donations if appropriately applied for
• Disclosures are important
• See title 11 of the Code of Federal Regulations or your local guidelines
HOW TO IDENTIFY YOUR NETWORK

• Who do you know is important
  • Who knows you is more important

• First level of contact
  • Family
  • Friends
  • People you work with
    • Include volunteer work
  • Community connections
  • People who share your hobby
  • Contacts
    • Barber, workers at places you frequent.
    • NO ONE SHOULD BE LEFT OUT
NO ONE SHOULD BE LEFT OUT

• Immediate network
  • Who you know directly or through social media

• Friends of friends
  • People who know people who know you
    • Its like a major pyramid scheme make your friends use their connections
Network with attitude

• Not about making a sale
• Approach networking as a way to meet people
• Do not think you know it all
  • Ask advice
  • Others know things you do not
    • VALUE THEM
      • Their life experience
      • Their knowledge
• Meaningful relationships are better than superficial ones
• Make people believe in you and your cause and you will have a stronger network
• They should want to take a chance on you
THE POWER OF QUESTIONS

• At events, go with questions to ask
• Get insight and learn
  • YOU DO NOT KNOW EVERYTHING AND YOU NEVER WILL
  • But together we all know something that the world can benefit from
HOW TO MAKE THE MONEY ASK

• Have a plan
  • Know your prospect
    • Who are you asking and what do they want and need
  • Connect your ask with the prospect’s interest
    • Donations will come from common ground
    • Capitalize on self interest
  • Know what you are asking for
    • Conform your ask to their means, desire, and your ultimate goal
    • Do not have to get it all from one place
• BACK UP PLAN
  • Use psychology to have a follow up question to ask for something smaller
  • Once someone says no, they will feel bad and try to do what they can if you only ask
  • If they say yes, they may be willing to do more (time, money, etc.) if you give them the opportunity
  • Have a script
HOW TO MAKE THE MONEY ASK

• Practice
  • Sounds silly but you need to practice your talking points and ask
  • It will feel more comfortable for everyone
  • 5 minutes in the car of practice can be the difference between a yes and a no

• Energy is key
  • Negative or low energy will not get the job done
  • Be excited
  • Know why you are doing what you are doing and make them excited about it
    • Or at least excited that you are excited

• Cast a big vision
  • Give them something bigger than themselves to get behind
  • School, church, charity, an AMAZING VISION is key
BE CREATIVE

• Grassroots campaigns
  • Let people on the ground get excited and involved in a way they never thought they would
    • Have a clear idea of your messaging and strategy
    • Recruit others to be involved
    • Onboard qualified volunteers
  • GET OUT AND DO IT YOURSELF
    • Cannot just rely on others
    • Lead by example
    • Utilize social media

• Letters and chain letters
  • Form letters are amazingly effective if thoughtful and well written for a larger group
  • Personalized messages will always be better
THE ART OF PHONE BANKING

• Personal solicitation is both a time honored tradition and immensely draining
  • Can be effective when done right
  • Need to make sure your volunteers are excited to get others involved
  • Utilize apps and services that give you a local number so that people will answer

• Text banking
  • New style of effective fundraising that appeals to fast paced daily life
SPREAD THE WORD

• Custom T Shirts and swag get people excited
  • People love free things
  • And people love reading other peoples swag

• Mentorship auction
  • Give people in your network the chance to help and nurture others both into your cause and into their own
    • A good leader leaves a stronger one to take their place

• Door to door
  • If you haven’t worn out your favorite pair of shoes, you aren’t doing it right!
  • SCRIPT, CONFIDENCE, and Perseverance are key!
GIVE THEM SOMETHING TO SEE

- People will only get so much from your spoken word
- Give them handouts or brochures that are catchy and spread your message
- Yard signs
  - Give you a stable support with little to no effort from your constituents
- Advertising!
  - Whether on social media, in local businesses, or on local stations
  - Put some well spent dollars into getting the word out
    - NAME RECOGNITION IS KING
BASICS

• Have a plan
  • This all costs money and you need to bring in much more than you spend

• Have a goal
  • If you do not know where you are going, you will never get there
  • Be concrete, attainable, realistic, and grounded

• Make a calendar
  • Have hard deadlines
  • Work with surplus and shortfalls and adjust accordingly

• For bigger causes have a fundraising committee
WHEN MAKING THE ASK

• Plan your visit
  • Visualize the call and success
• Give them the OPPORTUNITY to invest in you
  • If you new how big Microsoft would be, you would have bought in at the inception—make them realize that you will be the next big thing and this is their chance to get in on the bottom floor
• LISTEN
  • It has to be a two way conversation
  • Dialogue is key to finding out what is important to them and showing how you care about it too
  • You have two ears and one mouth—use that ratio when speaking and listening
• Use buzz words
  • Consider a gift of _________
CLOSING THE DEAL

• Focus on emotion more than reason
  • If they feel your cause they will support it more than if they simply understand it

• Focus on them not you
  • It is NOT ABOUT YOU
  • Your campaign or nonprofit is about the people you will be working for make sure they know that and you never forget it

• Educate do not sell
  • Nobody needs more telemarketers or pitches
  • They do want to learn something new to share
MAXIMIZING YOUR SOCIAL MEDIA IMPACT

• While you should not solely rely on social media it plays a big role!
• GOLDEN RULES
  • it’s a BRAND PLATFORM
    • Make it memorable
    • Make it something so that people JUST DO IT!
  • Fully Bake your ideas
    • If it is not fully fleshed out it will be apparent that you are nothing more than an half cocked idea
  • Have back up plans
    • Not everything will succeed
    • Take the time to focus in on the “what if” if it is not successful
    • Where is your next step
IMPROVING CAMPAIGN ENGAGEMENT

• Trust filters operate to make political effectiveness key
  • People trust what they see online
  • Give them something to believe in
• Recognize campaign organizations no longer control electoral discussions
  • Grassroots networks win elections and fund organizations
• Employ Facebook comments and status updates
  • Every contact matters
  • Do not post half baked quotes but make sure to grander positive attention
• Create virtual opportunities for feedback
  • Let them take ownership of your campaign
MORE SOCIAL MEDIA IDEAS

• Embed social media commentary in news coverage
  • There are more ways than one to make your social media presence make an impact

• Social media for direct persuasion
  • Make a point of reaching directly through the screen and convincing people of your cause

• Improve diversity and exposure through social media
  • DO NOT RELY ON AN ECHO CHAMBER
  • People will disagree, know why and evolve to include them

• Use geolocation features to know where your base is and allow activists to support you locally
MORE THAN WORDS

• Use video content to let people see you and hear you
• Your phone can give people a window into your world
  • Give your followers a way into your life
  • If they feel like they know you, they will be more likely to support you
• Social listening
  • Live video chats and responses to questions are effective ways of connecting with viewers live
• Let social media drive action
  • Give them more than just a post to read or video to watch let them use your social media to galvanize them to act
MESSAGING FOR YOUR CAMPAIGN

• As Lawyers we have to be aware of who we are and how we appear when campaigning
• Know the pro’s and cons
  • Pros
    • You know the law,
    • You have a network and
    • Likely love the spotlight
  • Cons
    • Dirty campaigning
    • Pay cut
MESSAGING

• Why you have to run for office
  • You need to know
  • If you do not know then you shouldn’t be running
  • THINK, Plan, HAVE A STRONG MESSAGE

• Don’t worry about sounding like a politician
  • Be you!

• The climate of your state doesn’t matter
  • Focus on your message and your constituents
  • Listen and support will come
YOU DICTATE WHEN YOU ARE READY

• If you have a message and a reason it doesn’t matter if you are young or have a short resume
  • People care about potential
  • About what you want to do and what you could do
    • Inspire them with your message
• You do not have to be perfect
  • There are people living your dream because they had the guts to try while you doubted yourself
  • Be thoughtful and shoot your shot
DO NOT FORGET WHERE YOU CAME FROM

• Where you came from is important
• As a young lawyer remember that you are a lawyer!
  • Keep the rules of ethics and professional conduct in mind
  • Your legal job will be there for you much longer than any term in office
  • Your bar card has no term limits
Rule 8.2: Judicial & Legal Officials

Maintaining The Integrity of The Profession

(a) A lawyer shall not make a statement that the lawyer knows to be false or with reckless disregard as to its truth or falsity concerning the qualifications or integrity of a judge, adjudicatory officer or public legal officer, or of a candidate for election or appointment to judicial or legal office.

(b) A lawyer who is a candidate for judicial office shall comply with the applicable provisions of the Code of Judicial Conduct.
IN SUM

• Plan and be thoughtful in your actions
• Maximize your fundraising by focusing on your message and your constituents desires
• Close the deal on donors
• Don’t let anyone hold you back—only you know if you are ready!