



GIVE NOW. WIN LATER.

You Too Can Multiply... The FM Fundraising Process

1. CREATE YOUR NETWORK

- Identify friends, family, neighbors, colleagues, community members who share your concerns about Trump and the Republicans, and may be interested in doing something about it. Include people who may be one degree separated from you, i.e. friends of friends. Prioritize people whom you have reason to believe are capable of significant donations.
- Use Open Secrets and/or the MA Office of Campaign and Political Finance to research political donation histories
- If you know how to create a contact list in your email browser, create a "Force Multiplier" contact list. Otherwise, you'll just type names into the "bcc" line of your email.

2. PREPARE YOUR FIRST EMAIL

- Personalize the FM template email using your own "voice". Do not change the Subject line nor "the ask". Feel free to edit the first two paragraphs and the ending, but KEEP THE ENTIRE MESSAGE SHORT AND SIMPLE.
- Add your ref code to every link

3. SEND THE FIRST EMAIL

- Do not send emails on either Mondays or Fridays. Weekends are best, followed by Tuesdays and Thursdays. Wednesdays are okay.
- In subsequent mailings, experiment with sending on different times of day and days of the week to find your best option.
- Send the email to everyone in your Force Multiplier contact list, using bcc or mail merge

4. SEND THE SECOND EMAIL about 10 days later

- We will send you a list of donations made by your donors.
- Send a thank you to each donor
- Send a second email to people who have not given. We'll provide template.

5. CALL NON-RESPONDERS.

- Call as many of your contacts as you can. Ask for dollar amount commitment. Walk them through the online process. Give them the URL of the ActBlue link.

6. KEEP BUILDING YOUR NETWORK

- As you think of additional contacts, add them to your Force Multiplier contact list. Ask for additional names from your close friends and family, and those who are eager to help.