



Top 10 Tips For Hosting A Fundraiser



Below are tips for hosting a candidate fundraiser or a Kentucky Physicians PAC fundraiser.

1	Know the Rules	Campaign fundraising laws, regulations, and reporting requirements at the federal, state and local levels vary. Consult with the candidates' campaign professional fundraising staff and/or KPPAC regarding such rules. For example, it is important to note that corporate contributions are strictly prohibited. However, personal checks and personal credit cards are acceptable forms of payment. While cash is permissible in limited circumstances, personal checks and personal credit cards are the preferred method of payment as they are easier to track during the recordkeeping process. Fundraisers also prefer checks or credit cards because there are much lower limitations as to how much someone can contribute in cash.
2	Identify a Host Committee	Identify co-hosts and designate an event director and volunteers. The committee is helpful for networking as well as identifying friends, family and colleagues as additional contributors.
3	Consider Event Details	The committee should determine all of the particulars of the actual event: Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event? On the day of the event, be sure to greet the candidate and campaign staff at the door and make them feel welcome. Plan a short introduction to kick off the fundraiser. Most candidates like to address the group and take a few questions. Make sure you have a camera on hand for photo ops. Name tags are also a good idea, and helpful for the candidate as well as the attendees.
4	Establish a Fundraising Goal	It is much easier to raise funds for an event when you can tell prospective donors what the goal is, how much has already been raised, and how their contributions will help you reach it. In addition, the level of excitement and enthusiasm increases for everyone as you get closer to achieving your goal.
5	Budget	Every fundraising event plan should contain a complete budget listing all of the expenses that will be required to hold the event. Your budget should include invitations, postage, space rental, catering, entertainment, and anything else that will be required to make the event a success.
6	Keep the Receipts	The amount spent on the event will apply towards your contribution limits to the candidate or KPPAC. Therefore, keep your receipts and submit to either the candidate's campaign staff or the KPPAC administrator.
7	Pick a Date	Unless your local custom provides otherwise, steer clear of Friday night fundraisers. Fridays are when your potential donors are the most tired, most likely to be traveling out of town, and most likely want to get home as quickly as possible. For events that must be on a weekend night, Saturday is a better choice.
8	Promote the Event	If possible, promotion of your event should begin 6-8 weeks prior in order to give everyone ample time to build it into their busy schedules. Be creative and cost efficient.
9	Monitor your Progress	Check in weekly with your host committee to make sure the event is on track.
10	Thank You Notes	One complaint often heard from contributors is, "They never even said 'thank-you.'" Make sure that you take the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. (Also send one to the candidate and his/her staff as well.) In short, keep your contributors happy.....you're probably going to be asking them for another donation sometime down the road. Also, if there are outstanding checks or pledges, be proactive and follow-up!