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# HOW TO BE A SAVVY POLITICAL DONOR

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1

## WHY YOU SHOULD MAKE POLITICAL CONTRIBUTIONS

WHAT IT COSTS TO RUN FOR OFFICE HERE

- City or County: \$10,000-\$90,000.
- State Legislature: \$1 million-\$10 million
- TX Statewide : \$100 million+.
- National candidates: \$1 billion+ to win.


Your money goes farthest  
close to home



2

## HOW TO BE A SAVVY POLITICAL DONOR

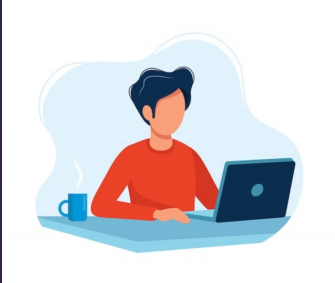
- DO YOUR RESEARCH.
- MAKE A PLAN.
- SET AN ANNUAL BUDGET.
- BE DISCIPLINED. STICK TO THE PLAN.
- YOUR MONEY GOES FARTHEST CLOSE TO HOME.
- DON'T GIVE CASH.



3

## DO YOUR RESEARCH


- DECIDE WHICH ISSUES (1 OR 2) ARE MOST IMPORTANT TO YOU.
- IDENTIFY THE GOVERNMENT BODY WITH THE MOST IMPACT ON THE ISSUE (COULD INCLUDE POLITICAL CONTROL OF A GOVERNING BODY).
- SEARCH FOR ORGANIZATIONS THAT AGREE WITH YOU ON YOUR ISSUE(S):  
Political Party or Political Action Committee (PAC)
- IDENTIFY CANDIDATES THAT AGREE WITH YOU ON YOUR ISSUE(S).



4

### USE RELIABLE SOURCES


- FEDERAL ELECTION COMMISSION -- [FEC.GOV](https://www.fec.gov) FOR US ELECTIONS.
- TRANSPARENCY USA –STATE, LOCAL [TRANSPARENCYUSA.ORG](https://www.transparencyusa.org)
- TEXAS ETHICS COMMISSION – [ETHICS.STATE.TX.US](https://www.ethics.state.tx.us)
- DENTON PUBLIC LIBRARY ONLINE RESEARCH DATABASE – PERIODICALS



5

### MAKE A BUDGET


- DECIDE HOW MUCH YOU CAN GIVE ON AN ANNUAL BASIS.
- CONTROL WITH RECURRING DONATIONS ONLINE THROUGH ACT BLUE, ETC.
- PROVIDES AN ACCESSIBLE, UP-TO-DATE RECORD OF DONATIONS TO POLITICAL CANDIDATES, SOME PACS, PARTY ORGANIZATIONS.
- POLITICAL CONTRIBUTIONS ARE NOT TAX DEDUCTIBLE.



6

### MAKE A SIMPLE PLAN

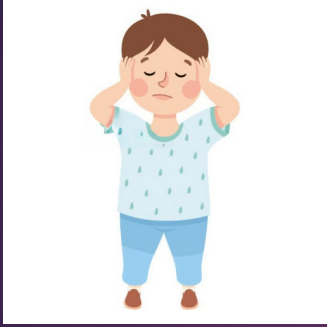
- PICK NO MORE THAN THREE CANDIDATES OR ORGANIZATIONS IN ONE ELECTION CYCLE.
- OR IDENTIFY 1-2 ORGANIZATIONS, SET ASIDE SLUSH FUND FOR CANDIDATES.
- SET UP RECURRING DONATIONS RATHER THAN A SINGLE LARGE GIFT.
- COUNTY PARTY OR LOCAL PAC: MOST EFFECTIVE, HELPS MULTIPLE CANDIDATES.



7

### BE DISCIPLINED

- IGNORE ALL THE REQUESTS FOR \$\$ THAT COME THROUGH EMAIL, TEXTS, US MAIL, ETC.
- LEARN HOW TO USE YOUR SPAM FILTER.
- RE-EVALUATE ONCE EVERY SIX MONTHS.



8



**DONATIONS TO YOUR COUNTY POLITICAL PARTY HELP ALL PARTY CANDIDATES**

- MOST FIRST-TIME CANDIDATES RECRUITED AND TRAINED BY LOCAL PARTY.
- LOCAL PARTY SUPPLIES LITERATURE FOR CANDIDATES IN GENERAL ELECTION.
- LOCAL PARTIES PAY FOR, ORGANIZE PHONE BANKS, DOOR KNOCKING, MAILINGS, EMAILS, TEXTS FOR THE ENTIRE SLATE.

9

**BUILD THE BENCH!**


SUCCESSFUL CANDIDATES OFTEN...

- RUN MORE THAN ONCE BEFORE WINNING
- PROGRESS FROM LOCAL TO STATE TO FEDERAL OFFICE
- BUILD EXPERTISE, FINANCIAL SUPPORT, NAME RECOGNITION

**PARTY SUPPORTS CANDIDATE PROGRESS**



10



**DO NOT GIVE CASH!**

- LAW LIMITS THE ANONYMOUS CASH CANDIDATES MAY RECEIVE.
- EVEN LOW-DOLLAR CASH CONTRIBUTIONS MUST BE REPORTED; TAKES UP VALUABLE CAMPAIGN TIME.
- IT'S HARDER FOR YOU TO KEEP TRACK OF CASH DONATIONS.
- ONLINE DONATIONS THROUGH PLATFORMS LIKE ACT BLUE ARE EASIEST FOR THE CANDIDATE AND FOR YOU.

11

**RECOMMENDATIONS**

- THROUGH ACT BLUE: DENTON COUNTY DEMOCRATIC PARTY.
- FOR NON-PARTISAN CITY AND SCHOOL BOARD RACES: DENTON TOGETHER.NET
- BUDGET "SLUSH FUND" FOR INDIVIDUAL CANDIDATES

12



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13