

# Election-specific Skills

## MODULE 6: FUNDRAISING

No matter what level of elected position you are running for, fundraising can play a significant role in supporting your campaign so that you can maximize your efforts in reaching out to voters.

This may be your first-time raising money, and it may feel uncomfortable. Careful planning can help you get more donations. Women typically raise more money from small contributions of less than \$200 and therefore need to build bigger networks to raise as much as men do from larger corporations.

### Activity 1: Planning for Fundraising

You and a partner will be assigned an elected position role. Use the space below to identify the funding needs for that position and identify the potential sources of funding. Be prepared to share back with the group.

The elected position assigned:	Funding Needs for This Position	Possible Sources of Funding

If you need to raise funds, develop a budget that identifies what you need funds for and how much. Campaign funds can be allocated for signs, brochures, advertisement placements, social media advertisements, gatherings where room rentals or catering is required, website, office supplies, campaign team payments, etc.

## Summary

Fundraising serves an important function in any type of election as it offsets the burden of needing to personally fund your campaign. Although fundraising for elections taking place at the municipal level may not be necessary, it becomes increasingly important to fundraise when the needs of your campaign are greater, such as in territorial elections where campaigns can require significantly larger investments.

It’s also important to note that it may be worthwhile to plan and budget for any applicable financial burdens a candidate will have to take into consideration when choosing to run for office due to the possibility of taking time off work for the election period.

Be sure to set up an estimated budget in consultation with those who have gone through a similar election in the past to guide you through your campaign and reduce any avoidable financial stress associated with running in an election.

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