

# Fundraising Event Mechanics

**THE # 1 Rule:**

**It's Always ALL About the MOC**

# DC Fundraising Events

Accommodate the Member's Preferences

Fundraiser & Staff Are Important too

Always Hit/Exceed Goal

Be Creative/Different – Be a “Separator”

# “Local” Fundraising Event – “Who”

Should have control of attendees – kind of

Include spouses

Host Committee (make feel special)

Script so discussion stays on point

# “Local” Fundraising Event – “Where”

House or “Venue”

Convenience to MOC

Strategic for MOC

Don't Try to “Impress” MOC

# “Local” Fundraising Event – “When”

Congressional Schedule

Summer Vacations/School Activities

Actual Time of event

Primary/General – Timing for Election/When needed

# “Local” Fundraising Event – “How”

Catering - Campaign

Invitations - Electronic

Tracking RSVPs – online page

Include Other Elected Officials?

# Random Things

Parking

Dog/Animals

Kids

Neighbors/“Media”



# Event Follow-Up

Go Old School – Thank You Note to Host

Make Sure Campaign Gets Your Contribution

Offer to Help Campaign Track Outstanding \$

Other Ways to Get Involved/Help MOC

# Participating in Fundraising Event

Industry vs. Cattle Call – Pro's & Con's

Non-Partisan for Work

Staff Are Key

Homework on MOC beforehand

“Talking Shop” vs. Finding “Connection”

Follow-Up

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