



The Fearless Fundraising Formula

**“How Anyone – Even YOU – Can Overcome
Their Fear of Asking Strangers for Money
and Become a World-Class Fundraiser
in 7 Days or Less...Guaranteed!”**

You Won't Believe How Simple This Little “Trick” Is

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When you think about raising money for your campaign or organization, do any of these emotions hit you?

- Nervous
- Anxious
- Apprehensive
- Fearful
- Terrified
- Uneasy
- Tense
- Edgy
- Restless
- Worried
- Panicky

If so, then this Special Report was written JUST...FOR...YOU!

And you're gonna feel a whole lot better by the time you finish reading it.

Believe me, I know just how you feel...because I used to feel the exact same way.

And still do in certain situations...though my area of discomfort kicks in around the \$25,000 mark today, where it used to be as little as \$25.

Now before we begin, you must understand and accept this inalienable FACT about fundraising...

Money isn't given. It's raised.

Only in rare cases does someone wake up in the morning and say, "Hey, I think I'll donate to Chuck's political campaign."

It just doesn't work that way.

And there's only one secret to raising money: Ask.

You don't ask, you don't get. It's that simple.

Which is why, when I'm recruiting candidates, I love it when they have some kind of direct sales experience – like car sales, insurance sales or real estate sales.

They're already very experienced in asking for money.

But what if you DON'T have that kind of experience?

In that case, you have three options...

- 1.) Self-fund your campaign
- 2.) Run a low-dollar/no-dollar "boot-strap" campaign
- 3.) Very quickly learn how to ask strangers for donations

Now, if you can self-fund your campaign...vunderbar!

But it would still be helpful to show donations on your campaign finance report to demonstrate widespread support as opposed to you just trying to "buy" an office.

Most candidates I work with fall into the second category. They absolutely HATE the idea of fundraising and will tell me the ol', "I'm just going to walk door-to-door."

When I hear a candidate say that, I usually say, "Check, please!"

It is a RARE campaign that can get by and win in this day and age by doing nothing but door-to-door campaigning. That is a recipe for disaster.

And the vast majority of those candidates – as well meaning as they are – are going to come up short...often WAY short...on Election Day.

Most candidates don't need bundles of money...but they do need *some* money to run a winning campaign.

So what do you do if you can't self-fund your campaign but have no experience in fundraising and absolutely HATE the idea of asking strangers for money?

Try this...

First, you need to understand that if you're new to this game – and don't have any direct sales background – the real problem to getting you going in the right direction isn't the amount of money you're asking for but the simple act of ASKING for money.

Believe me, if you break out in a cold sweat in the middle of the night just thinking about doing this, you're NOT alone!

Trust me, I know candidates who would rather get a root canal than pick up the phone or go visit a potential donor and ask them for money for their campaign.

Making the situation worse is the fact that, usually, when you're asking someone for a donation one-on-one, either in person or on the phone, you're asking for a large amount. So the pressure is really on!

If you blow the presentation, you're blowing a major opportunity because major donors to political campaigns simply don't grow on trees.

So if you're a bit anxious and/or intimidated by this prospect...relax.

It's normal. It's natural. And you're in good company. MOST candidates – including seasoned veterans – absolutely hate this process.

So what we need to do is help you overcome this very natural/very understandable aversion to fundraising. And here's how to do it...

For the next week, talk to people about your campaign the way you always do...

But at the end, add something like this...

“Jim, the worst part about running for office for me is asking people for a donation to my campaign. It makes me very uncomfortable. But my campaign adviser told me that if I don't ask everyone I talk to this week for at least \$1 he's going to drop me as a client. So would you consider investing a buck in our race?”

That's it. One dollar. No "hard sell." No complicated "closing" technique. Just a simple ask for one simple dollar.

Why \$1?

And few reasons. Let's start with this...

One of the biggest headaches for folks new at fundraising is trying to figure out HOW MUCH to ask for.

They don't want to ask for too much and risk blowing the opportunity.

And they don't want to ask for too little and end up "leaving money on the table."

They drive themselves nuts trying to figure out the exact, perfect amount to ask for.

They're so worried about asking for the "wrong" amount that they'd rather just not ask at all. Which is the WORST thing you can do.

So since our main goal here is simply to get you used to the asking process, we'll take that confusion out of the equation completely. Ask for one dollar. No more. No less.

Now here's the thing...

If you can't even ask people for a lousy dollar, maybe you should reconsider running for office. Like it or not, fundraising is an integral part of running a winning campaign.

Secondly, if even asking for a dollar still makes you a little queasy, by telling people that it's someone else – ME, your "campaign adviser" – who's "making" you do it takes the responsibility for asking for money off your shoulders and puts it on mine.

I'M the bad guy; not you!

And yes, if you're having trouble raising money and won't try this, don't bother asking me to continue helping you. I'll drop you like the proverbial hot potato!

So telling people this has the virtue of being absolutely true.

Thirdly, by asking for only one dollar, you're taking the complicated aspect of writing a check or giving you a credit card number out of the equation.

They're simply going to reach into their pocket and pull out an otherwise insignificant George Washington – cold, hard cash.

That said, you should carry a cash receipt book with you and fill one out for everyone who gives you a dollar (or more). Often cash donations under \$100 need not be itemized on your campaign finance report, but check your local laws to be SURE.

And giving people a receipt will give THEM a far greater comfort level that the whole transaction is on the up-and-up; that you're not going to convert the money to your personal use (and you better not!).

Lastly, when filling out the receipt, ask them for their email address and write it down. If they give it to you, you can then begin communicating with them for FREE for the rest of your campaign.

Including asking for ADDITIONAL donations.

This is critical.

A person who has already invested with you once is far more likely to give you an additional donation...and probably for a considerable amount more than the original donation.

And if you don't think people will give you additional donations, just consider the fact that people put money in the collection basket at church every week even though they've already made one initial donation.

The key to getting donors to give to you again and again is another topic for another day. But yes, it's absolutely doable and you should absolutely do it.

If you commit to doing this simple exercise with everyone you come across for the next week, it will get easier and easier and easier to do it until it becomes second nature.

And then you start asking for five. And then ten. And then twenty. And then...whatever. The sky's the limit...or whatever the government-imposed contribution limit is.

The point is to simply get yourself comfortable with the ACT of asking.

I guarantee you this will work. I know because I've done it myself.

I recently put on a major conference and was invited to speak to a local conservative club to talk about it and try to sell tickets.

Now, I've never "sold from the stage" before and was very uncomfortable about selling \$99 tickets to this room full of strangers.

So I took my own advice and decided to offer them a special "flash" sale where, if they registered within the next 24 hours, they could get the \$99 general admission ticket for...one dollar.

And it worked like a charm. Had over 40 people register after the meeting by the deadline. But the point is, by lowering the "ask" to just one buck I felt a hundred times more comfortable making the ask.

And at the next meeting, I was a hundred times more comfortable making the ask from the stage for "half-price" tickets. And by the third meeting, I was asking for full price without batting an eye.

Again, the key is to focus initially on the "ask" itself, not the dollar amount.

Now, do you know what the BONUS value of asking for \$1 is?

It's this...

Anyone who makes a contribution to your campaign of ANY amount is now financially invested in your success.

If they give you a dollar, they'll almost certainly give you their vote on Election Day.

And they'll also be FAR more likely to give you the names of others who might be inclined to support your campaign.

Let me leave you with this one last thought...

Every candidate will, at one time or another, come up with a great idea for something they should do in their campaign, only to say, "But we can't afford it."

That's a loser attitude.

Instead, you should always say: "We need to do this. Now how do we raise the money to pay for it?"

And once you become comfortable with the mere act of asking for money, you'll be able to raise all the money you'll need to do whatever it is you want.

I guarantee it.

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** Psephology (see-follow-gee): The study of campaigns and elections*

P.S. Like anything else, this will only work if you DO it. Don't think about it. Just do it.

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